

Nation's Business



A USEFUL LOOK AHEAD FROM WASHINGTON

Index for 1970

A

ABA

see under AMERICAN BANKERS
ASSOCIATION

ACCE

see under ASSOCIATION OF CHAMBER
OF COMMERCE EXECUTIVES

AFDC

see under AID TO FAMILIES WITH
DEPENDENT CHILDREN

AFL-CIO

see under AMERICAN FEDERATION
OF LABOR— CONGRESS OF INDUSTRIAL
ORGANIZATIONS

AIDC

see under ARKANSAS INDUSTRIAL
DEVELOPMENT COMMISSION

AIMS

see under AMERICAN INSTITUTE OF
MERCHANT SHIPPING

AMA

see under AMERICAN MANAGEMENT
ASSOCIATION

AMCHAMS

see under AMERICAN CHAMBERS OF
COMMERCE

AMS

see under ADMINISTRATIVE MAN-
AGEMENT SOCIETY

ASAE

see under AMERICAN SOCIETY OF
ASSOCIATION EXECUTIVES

ATAA

see under AIR TRANSPORT ASSOCIA-
TION OF AMERICA

AT&T

see under AMERICAN TELEPHONE
& TELEGRAPH

ATO

see under AUTOMATIC TRAIN
OPERATION

ABEL, I. W.

Men in line to succeed Meany, The.
My 68.

ABILITY-SEARCH CORP.

Screen tests for job seekers. S 17.

ABRAMS, DAVID N.

Dynamic growth companies: Pioneer
Systems, Inc. O 36.

ACACIA MUTUAL LIFE INSURANCE CO.

Worst is over, The. J1 28.

Accentuating the positive. Ap 34.

ACCOUNTING

Accounting quiz for managers.

Mr 12.

Bull market in this profession. Ag 11.

Accounting quiz for managers. Mr 12.

ACCURATE MACHINE TOOL, INC

Accentuating the positive. Ap 34.

ACREE, VERNON D.

Uncle Sam's finest. S 34.

ACTIVE CORPS OF EXECUTIVES

Every cloud has a silver lining.

O 16.

Adams, Charles W.

Letting the genie out of the bottle.

Ja 64.

ADAMS, JR., EDGAR W.

Lowering the patent barriers.

D 80.

ADLER, BOB

On the ball with ball point.

D 72.

ADMINISTRATIVE MANAGEMENT SOCIETY

Hard going for unions. Mr 12.

White collar workers: What they're paid
now. Ag 40.

ADMIRAL CORP.

Profit picture brightens, The.

O 30.

**ADVANCE MANAGEMENT RESEARCH
INTERNATIONAL, INC.**

Feeling the pinch. Ag 12.

ADVERTISING

Business: A look ahead. My 77.
(Marketing)

Advice to a new Congressman.
D 32.

**ADVISORY COMMISSION ON INTER-
GOVERNMENTAL RELATIONS**

Statehouses go modern. The. My 24.

AEROJET - GENERAL CORP.

Business: A look ahead. Je 82.
----- O 107.
Uphill road to black capitalism. The.
D 64.

AEROJET'S WATTS MANUFACTURING CO.

Uphill road to black capitalism. The.
D 64.

**AEROSPACE INDUSTRIES ASSOCIATION
OF AMERICA, INC.**

Business: A look ahead. Je 82. (Manu-
facturing)

AGRICULTURE

Business: A look ahead.
----- O 107.
----- N 102.
----- D 82.

**AID TO FAMILIES WITH DEPENDENT
CHILDREN**

Great welfare debate. The. Ap 56.

Aiding trade in a big way. Fe 60D.

AIR CARGO

Business: A look ahead. D 83.

AIR FREIGHT

Robert W. Prescott of Flying
Tiger Line. O 65.

AIR POLLUTION

Behind the smoke screen. D 84.
Business: A look ahead. J1 58.
(Manufacturing)
Fine feelings about a refinery.
Fe 15.
Insulate with a cool \$50 million?
D 41.

AIR SAFETY

**AIR TRANSPORTATION ASSOCIATION OF
AMERICA**

Business: A look ahead. Ap 70.
----- S 86.

AIRLINE INDUSTRY

Business: A look ahead. Ja 111.
----- Fe 63.
----- Mr 87.
----- Ap 70.
It all began with the boll weevil.
Charles H. Dolson. Ja 66.
Tame blue yonder. The. Mr. 76.
Working Jet Set. The. S 50.

AIRPLANES

Business: A look ahead. D 83.
Robert W. Prescott of Flying Tiger
Line. Lessons of Leadership.
Part LXV. O 65.

AITCHISON, BEATRICE, DR.

Uncle Sam's finest. S 34.

ALASKA

Business: A look ahead. Mr 86.
(Foreign trade)

**ALBERT, CARL - HOUSE MAJORITY
LEADER**

Business issues the new Congress
faces. D 26.

ALCOHOL

Business: A look ahead. Je 82.
(Natural Resources)

ALCOHOLIC BEVERAGES

Bourbon branches out across the water. S 66.

**ALEXANDRIA NATIONAL BANK, Alexandria
Virginia**

Accentuating the positive. Ap 34.

ALLEGHENY AIRLINES

Business: A look ahead. (Transpor-
tation) Ja 111.

ALLEGHENY - LUDLUM STEEL CORP.

Environment dilemma. The.
N 56.
Green light for a business speedup.
Ja 27.

ALLEGHENY POWER SYSTEM, INC.

Environment dilemma. The.
N 50.

ALLEN, DONALD V.

Industry's hidden dividends.
O 84.

ALLEN, JAMES E.

Kids our high schools forget, The.
Je 70.

ALLIED CHEMICAL CO.

Environment dilemma, The.
N 56.

ALLIS - CHALMERS MANUFACTURING CO.

Lowering the patent barriers.
D 79.

ALUMINUM CO. OF AMERICA

Maurice Robinson of Scholastic
Magazines, Inc. D 56.
Protection can be dangerous.
Stanley V. Malcuit. Fe 47.
Where parents didn't fail. D 20.

ALVEY - FERGUSON

Those powerful powder
puff executives. N 83.

AMBITION, YOUTHFUL

Dreams that never fade, The. Jack
Harrison Pollack. Ag 48.

AMERICAN AIRLINES

American has a way with young
women. Ja 19.

**AMERICAN ASSOCIATION OF COLLEGIATE
SCHOOLS OF BUSINESS**

20 years from now. Ag 10.

**AMERICAN ASSOCIATION OF FUND-
RAISING COUNSEL, INC.**

Executive guide to giving. Jl 10.

AMERICAN AVITRON, INC.

An import boosts exports. Ap 88.

AMERICAN BAR ASSOCIATION

Business: A look ahead. Ja 111.
----- Jl 58.
----- D 82.

AMERICAN CAN CO.

Accentuating the positive. Ap 34.
Business fights pollution - and the
nation profits. Fe 29.
Green light for a business speedup.
Ja 27.
Industry's hidden dividends: looking
like new. O 94.
Profit picture brightens, The. O 31.
Worst is over, The. Jl 28.

AMERICAN CHAIN & CABLE CO.

Green light for a business speedup.
Ja 27.

AMERICAN CHAMBERS OF COMMERCE

Business has its own Embassies.
John L. Caldwell. My 86.

**AMERICAN CHAMBER OF COMMERCE
IN THAILAND, THE**

Like to do business in Thailand?
Mr 14.

AMERICAN CYANAMID CO.

Business fights pollution—and the
nation profits. Fe 29.
Green light for a business speedup.
Ja 27.
Reaching the front rank on a "good set of
wheels." Lessons of Leadership. Part
LXI. (Clifford Siverd) Je 58.

**AMERICAN FEDERATION OF LABOR—
CONGRESS OF INDUSTRIAL ORGANIZATIONS**

Men in line to succeed Meany, The.
My 68.

AMERICAN FOREST PRODUCTS

Accentuating the positive. Ap 34.

AMERICAN GAS ASSOCIATION

Business: A look ahead. Ag 74.
(Natural Resources)

American has a way with young women.
Ja 19.

**AMERICAN INDUSTRIAL DEVELOP-
MENT COUNCIL, INC.**

Industry's hidden dividends: do's
and don't's for wooing industry.
O 92.

**AMERICAN INSTITUTE OF CERTIFIED
PUBLIC ACCOUNTANTS**

Bull market in this profession. Ag 11.

**AMERICAN INSTITUTE OF MERCHANT
SHIPPING**

Dramatic change in course for shipping,
A. My 77.

**AMERICAN INTERNATIONAL UNDER-
WRITERS CORPS.**

Profit picture brightens, The.
O 30.

AMERICAN IRON AND STEEL INSTITUTE

Business: A look ahead. N 103.
Clergyment are given down-to-earth
insight. Ap 19.

AMERICAN MACHINE AND FOUNDRY CO.
Accentuating the positive. Ap 34.

AMERICAN MANAGEMENT ASSOCIATION
Feeling the pinch. Ag 12.
More muscle in business' corner.
O 54.
Seven ways to turn off turnover.
O 58.

AMERICAN MANAGEMENT
PSYCHOLOGISTS, INC.
Case of the lost executive, The.
J. Martin Seidenfeld, Ph.D.
Mr 68.

AMERICAN MARKETING ASSOCIATION
Tapping a lode of talent. My 42.
What they buy - and why. Ap 12.

AMERICAN METAL CLIMAX, INC.
Business: A look ahead. Jl 58.
(Natural Resources)

AMERICAN NATIONAL STANDARDS
INSTITUTE
Warning: "Safety" hazards. Je 20.

AMERICAN PATRIOTISM
Square, or foursquare for his country?
D 19.

AMERICAN PETROLEUM INSTITUTE
Environment dilemma, The.
N 50.

AMERICAN REVOLUTION, 1776
When businessmen sparked a revolution.
Sterling G. Slappey. Jl 52.

AMERICAN ROLLING MILL CO.
Spare hand who went beyond the
dream of Leonardo da Vinci, The.
B. C. Huselton. Ja 50.

AMERICAN SALESMASTERS, LTD.
Jl 68.

AMERICAN SOCIETY OF ASSOCIATION
EXECUTIVES
More muscle in business' corner.
O 54.
Savings may ride on your hobby
horse. Mr 16.

AMERICAN TELEPHONE & TELEGRAPH
CO.
Green light for a business speedup.
Ja 27.

Hello, operator? Give me long
distance! Ap 14.
Making a business out of Mr. Bell's
invention. Charles E. Wampler. Ja 48.

AMERICAN TRADE ASSOCIATION
EXECUTIVES
More muscle in business' corner.
O 54.

AMERICAN WOOD COUNCIL
Business: A look ahead, S 86.
(Construction)

AMERICAN VOLUNTEER GROUP
Robert W. Prescott of Flying
Tiger Line. O 65.

AMERICANS FOR CONSTITUTIONAL ACTION
How they're rated in the tight races.
O 104.

AMERICANS FOR DEMOCRATIC
ACTION
How they're rated in the tight races.
O 104.

AMPEX CORP.
Accentuating the positive. Ap 34.

And now, the Paul Principle. My 14.

ANDERS, COL. WILLIAM A.
Spacemen find business can be an
adventure, too. Ap 80.

ANDERSON INSURANCE AGENCY, INC.
What's in a name?
D 24.

ANDERSON, R. I.
What's in a name?
D 24.

ANDREWS WIRE CORP.
Industry's hidden dividends.
O 75.

ANHALT, WILLIAM B.
What's in a name?
D 24.

ANNUAL MANAGEMENT COMPEN-
SATION STUDY, SIBSON & CO.
Executive pay - a time of
dramatic change. N 89.

ANNUAL MEETINGS
"Emmy" for an annual meeting, An?
Jl 14.

ANNUAL REPORTS

Do your firm's annual reports make points? N 73. (Regional)
Fatter, fact-filled, glossier — and more costly. Ja 16.

Answering Services have many callings. S 17.

APOLLO EXECUTIVE GROUP

Moon program's business brain trust, The. Evert Clark. My 32.
Roster of Service, A. My 35.

APPLIANCE MANUFACTURERS

Whirlpool tunes in the consumer. Ja 20.

ARCATA INVESTMENT CO.

Uphill road to black capitalism, The. D 62.

ARCATA NATIONAL CORP.

Uphill road to black capitalism, The. D 62.

Are middle managers useless?

O 14.

Are you an innovator or operator? Charles A. Cerami. Je 54.

ARKANSAS INDUSTRIAL DEVELOPMENT COMMISSION

Industry's hidden dividends. O 86.

ARKANSAS POWER & LIGHT CO.

Industry's hidden dividends. O 85.

ARKANSAS VALLEY INDUSTRIES INC.

Industry's hidden dividends. O 84.

ARLINGTON TRUST CO.

Banks share in fight against pollution. D 19.

Armageddon? J1 84.

ARMCO STEEL CORP.

Campus is not all thorns for business, The Dr. James M. Lahiff. My 59.
Spare hand who went beyond the dream of Leonardo da Vinci, The. B.C. Huselton. Ja 50.

ARMSTRONG, C.C.

Industry's hidden dividends. O 85.

ARMSTRONG CORK CO.

Green light for a business speedup. Ja 27.

Business fights pollution — and the nation profits. Fe 29.

Theme of success, A: "Let the buyer have faith." James H. Binns. Ja 53.
What hangs in balance on budgets? A. G. Matamoros. J1 82.

Worst is over, The. J1 28.

ARMSTRONG, NEIL A.

Uncle Sam's finest. S 34.

ARN, LAUREN A.

Organized citizens vs. organized crime. N 34.

ARNT, DAVID E.

What's in a name? D 24.

ARVIDA CORP.

Green light for a business speedup. Ja 27.

ASH, ROY L.

How the White House got its management tools. Ag 44.

ASSOCIATED BUILDERS AND CONTRACTORS

Tapping a lode of talent. My 42.

ASSOCIATED CREDIT BUREAUS, INC.

More muscle in business' corner. O 55.

ASSOCIATED INDUSTRIES OF MASSACHUSETTS

Tapping a lode of talent. My 42.

ASSOCIATION OF AMERICAN RAILROADS

Tapping a lode of talent. My 42.

ASSOCIATION OF CHAMBER OF COMMERCE EXECUTIVES

More muscle in business' corner. O 54.

ASSOCIATION OF CONSULTING MANAGEMENT ENGINEERS

How they're hiring higher-ups. S 14.
Those management advice fees. Mr 12.

ASSOCIATION OF EXECUTIVE RECRUITING CONSULTANTS, INC.

How they're hiring higher-ups. S 14.

ASSOCIATION OF STOCK EXCHANGE FIRMS
Tapping a lode of talent. My 42.

ASSOCIATIONS

More muscle in business' corner.
O 54.
Tapping a lode of talent. My 42.

ASTRONAUTS

Spacemen find business can be an
adventure, too. Ap 80.

ASTWOOD, HENRY F.

Save billions on salesmen.
O 14.

At issue: A fair approach to job safety. S 47.

Athletes score with youngsters. N 22.

ATLANTIC MUTUAL INSURANCE CO.

Worst is over, The. J1 28.

ATLANTIC COAST LINE RAILROAD

W. Thomas Rice of Seaboard Coast
Line. Lessons of Leadership.
Part LXVI. N 63.

ATLANTIC NATIONAL BANK

Green light for a business speedup.
Ja 27.

ATLANTIC RICHFIELD CO.

Accentuating the positive. Ap 34.

AUSTIN RESEARCH INSTITUTE, INC.

Business: A look ahead.
O 107.

AUTOMATIC TRAIN OPERATION

Riding high on the Lindenwold Line.
D 71.

AUTOMOBILE INDUSTRY

Riding the Model T to mass production.
Allan Nevins. Ja 72.

AUTOMOBILES

Business: A look ahead. D 82.
Solving mysteries for female motorists.
Je 14.

AVCO CORP.

Business: A look ahead. Mr 87.
(Natural Resources)
Making corporate marriages work.
Lessons of Leadership. Part LIX.
(Kendrick R. Wilson) Ap 62.

AVERAGE 1970 BONUS PAYMENTS

(For 1969 Results) TABLE # 4
Executive pay - a time of dramatic
change. N 93.

AVIATION INDUSTRY

Business: A look ahead. S 86.
(Transportation)

B

BABCOCK & WILCOX CO.

Business: A look ahead. Mr 87.
(Natural Resources)
Seeing ourselves as others see us.
My 16.

Bad medicine. Fe 88.

BAKER, SAMUEL W.

Do your firm's annual reports
make points? N 73. (Regional)

BALANCE OF PAYMENTS

Pressures on the dollar.
Edwin H. Yeo III. D 81.

BALANCE OF PAYMENTS, INTERNATIONAL

International bookkeeping really counts.
William F. Butler. Ag 54.

BALL POINT PENS

On the ball with the ball point.
D 72.

BALTIMORE BUSINESS FORMS, INC.

Worst is over, The. J1 28.

BANK OF AMERICA

Business fights pollution—and the
nation profits. Fe 29.
How to buy or sell a business.
N 16a.

BANK OF COMMERCE

Green light for a business speedup.
Ja 27.

BANK OF DELAWARE

Green light for a business speedup.
Ja 27.

BANK OF NEVADA

Green light for a business speedup.
Ja 27.

BANKERS TRUST CO. OF NEW YORK

Business: A look ahead.

O 106.

Green light for a business speedup.

Ja 27.

BANKS AND BANKING

Banks share in fight against pollution.

D 19.

Business: A look ahead. Ap 70. (Credit and Finance)

Business: A look ahead. Jl 58.

(Credit and Finance)

Salesman runs a bank, A. Jl 77.

When it's time to pay the piper.

D 14.

Banks share in fight against pollution.

D 19.

BANNER, DONALD W.

Lowering the patent barriers.

D 79.

BARGER, DONALD

Industry's hidden dividends.

O 83.

Barket, C. Austin

Forces behind stock market ups and downs. Je 27.

BARLOW, HAVEN J.

Higher taxes at the state level?

BARNES, DR. MELVIN

Maurice Robinson of Scholastic Magazines, Inc. D 56.

BAROCO, J. H.

What's in a name?

D 24.

BAROCO INDUSTRIES, INC.

What's in a name?

D 24.

BARTLETT, GOV. DEWEY

Industry's hidden dividends.

O 76.

BATEMAN, R. H.

What's in a name?

D 24.

BATTALIA, LOTZ AND ASSOCIATES, INC.

Helping hand for the displaced exec.

N 12.

Who's really running the show?

Mr 16.

BATTALIA, O. WILLIAM

Helping hand for the displaced exec.

N 12.

Battle over the driver's dollar. Robert T.

Gray. S 38.

BAYLEY, NED D.

Uncle Sam's finest. S 34.

BEAUPRE, T. N.

Canada's businessmen shoulder the load. N 71.

BEDFORD - STUYVESANT RESTORATION CORP.

Before casting off, chart your course.

N 16a.

BEHAVIOR AND DECORUM

How to make executives behave.

Dr. Mortimer R. Feinberg and John

J. Tarrant. Ap 72.

Behind the smoke screen.

D 84.

BEIRNE, JOSEPH A.

Men in line to succeed Meany, The.

My 68.

BELL TELEPHONE LABORATORIES, INC.

Lowering the patent barriers.

D 80.

BENDIX AEROSPACE SYSTEMS

Business: A look ahead. (Natural Resources) Ja 110.

BENSON, EDGAR

Canada's businessmen shoulder the load. N 68.

BENSON, ROBERT B.

Lowering the patent barriers.

D 79.

BETTEL, JR., C. ALVIN

Organized citizens vs. organized crime.

N 34.

BETHLEHEM STEEL CORP.

Accentuating the positive. Ap 34.

Better insight into employees' attitudes, A. Lessons of Leadership. Part LXIV. (Birny Mason) S 61.

BEVERAGE INDUSTRY

Beverage salesmen are busy guys.
My 12.

Beverage salesmen are busy guys.
My 12.

B. F. Goodrich Co.'s centry-old standards.
Je 13.

BFS PSYCHOLOGICAL ASSOCIATES
Are you an innovator or operator?
Charles A. Cerami. Je 54.

BICH, MARCEL

On the ball with the ball point.
D 72.

Big market for bourbon barrels. Je 11.

BILTBEST CORP.

Accentuating the positive. Ap 34.

Binns, James H.

Theme of succes, A: "Let the buyer
have faith." Ja 53.

Birth of a salesman. Ag 31.

Bisbee, Charles

How to be a tough nice guy. Je 79.

Bitter fruit in the vineyards. Douglas
Hallett. Fe 80.

BLACK CAPITALISM

Uphill road to black capitalism. The.
D 60.

BLACK, J. CHRISTOPHER

Banks share in fight against pollution.
D 19.

BLAKELEY, JR., GERALD W.

Industry's hidden dividends:
looking like new. O 93.

BLATT, SOLOMON

Higher taxes at the state level?
D 38.

BLUE CHIP CO.

Green light for a business speedup.
Ja 27.

BLUE LAWS

Open and shut cases. Ag 16.
Should stores sell on Sunday? J1 17.

BOATING

Before casting off chart your course.
N 16a.

BODINE, CORNELIUS

How businessmen pitched in to
save a city. D 48.

Boeschenstein, William W.

Athletes score with youngsters. N. 22.

BOISE CASCADE CORP.

Thousands play where Boise Cascade
works. O 17.

BONDS

Banks share in fight against pollution.
D 19.

BONUS PAY

Executive pay - a time of dramatic
change. N 89.

BORG - WARNER CORP.

Lowering the patent barriers.
D 79.
Working Jet Set, The. S 50.

BORMAN, FRANK

Spacemen find business can be an
adventure, too. Ap 80.

"Boss" Kettering's decision: Build a
better diesel. Richard L. Terrell.
Ja 78.

BOSTON CONSULTING GROUP

Secrets of success: Japan, Inc.
N 12.

BOURBON

Big market for bourbon barrels.
Je 11.

Bourbon branches out across the water. S 66.

Bourbon branches out across the water. S 66.

BOWEN, OTIS R.

Higher taxes at the state level?
D 39.

BRANIFF INTERNATIONAL AIRLINE

Those powerful powder puff
executives. N 81.

BREWING INDUSTRY

That Milwaukee slogan stems from
Chicago's fire. Robert A. Uihlein, Jr.
Ja 104.

British Judge asks, A: What good is
freedom without law and order?
Fe 37. (Regional)

BRITISH PETROLEUM CO., LTD., THE
Making a splash in the U. S. market.
Lessons of Leadership. Part LXII.
(Eric Drake) J1 63.

Broad view accompanies an annual report.
Je 13.

BROADCAST MUSIC, INC.
Profit picture brightens. The.

BROCK, WILLIAM E., III, REPRESENTATIVE
Race in one State. The. Ag 24.

Brockett, E. D.
Poker game where talk was the pay-
off. A. Ja 82.

BROOKLYN LOCAL ECONOMIC
DEVELOPMENT CORP.
Uphill road to black capitalism. The.
D 65.

Brother, you can spare the time.
Verne R. Moseman. Fe 84.

BROWDER, WILLIAM B.
Organized citizens vs. organized crime.
N 32.

BROWN & BIGELOW
\$400 million down the drain.
D 14.

BROWN, DR. COURTNEY C.
Remodeling management structures.
N 46.

BROWN, DR. GEORGE H.
Why businessmen serve in Wash-
ington. Mr 36.

BROWN, JR., EDWARD E.
Organized citizens vs. organized crime.
N 32.

BROWN, HAYWARD
Industry's hidden dividends.
O 80.

BROWN-FORMAN DISTILLERS CORP.
Accentuating the positive. Ap 34.

BRYDGES, EARL W. - SENATE PRESIDENT
PRO TEM
Higher taxes at the state level?
D 40.

BUCKLEY, SEN. JAMES
Business issues the new
Congress faces. D 26.

BUDGET, U. S.
What hangs in balance on budgets? A.
G. Matamoros. J1 82.
Bueche, Dr. Arthur M.
Into the barn — and a lofty future.
Ja 74.

BUILDING CONSTRUCTION
Spotlight on firms in the ups and
downs business. N 101b. (Regional)

BUILDING INDUSTRY
Business: A look ahead. Je 82.
(Construction)

BUILDING MATERIALS
Business: A look ahead. My 77.
(Construction)

Bull market in stock and bond thefts.
The. Mr 28.

Bull market in this profession. Ag 11.
BUREAU OF INDUSTRIAL RELATIONS,
UNIVERSITY OF MICHIGAN
Know your company's recruiting

BUREAU OF NATIONAL AFFAIRS, INC.
Those executive fringe benefits. Je 11.

BUREAU OF PUBLIC ROADS
Battle over the driver's dollar. Robert T.
Gray. S 38.

BURGER, WARREN E.
Supreme Court already has changed.
The. Je 66.

BURKETT, NORMAN D.
Industry's hidden dividends.
O 76.

BURLINGTON INDUSTRIES
Threading your way to the top.
Ely R. Callaway. Ja 62.

BURNS, HUGH M.
Higher taxes at the state level?
D 38.

Burrus, Donald R.
Look at the next five years. A. S 73.

BUSH, GEORGE, REPRESENTATIVE
'70 campaign, The: Battle for Congress.
Ag 18.

BUSINESS

Business has its own Embassies.
John L. Caldwell. My 86.
How business can guard against violence.
Ag 69.
Par will help your business score,
A. Robert A. Lull. Ap 39.
Spacemen find business can be an
adventure, too. Ap 80.

Business: A look ahead.

----- Ja 110.
----- Fe 62.
----- Mr 86.
----- Ap 70.
----- My 82.
----- Je 82.
----- Jl 58.
----- Ag 74.
----- S 86.
----- O 106.
----- N 102.
----- D 82.

Business and government will swap
executives. Mr 44.

Business bridges a government gap.
O 17.

BUSINESS - CANADA

Canada's businessmen shoulder
the load. N 68.

BUSINESS DAY

Should there be a business day?
D 23.

BUSINESS ECONOMY

Not shooting Santa Claus.
D 12.

BUSINESS-EDUCATION DAY

Exchange of understanding. An.
Mr 20.

Business fights pollution—and the nation
profits. Fe 29.

BUSINESS FORECASTING

Green light for a business speedup.
Ja 27.
Worst is over, The. Jl 28.

BUSINESS GIFTS

\$400 million down the drain?
D 12.
Not shooting Santa Claus.
D 12.
Now it's whiskey by wire. D 12.

Business has its own Embassies. John
L. Caldwell. My 86.

Business issues the new Congress faces.
D 26.

BUSINESS MACHINES INDUSTRY

Diversification in a career—and in
a company. Lessons of Leadership.
Part LVIII. (Walter Finke) Mr 46.
Life begins at 40 — for a corporation.
John O. Nicklis. Ja 100.
Self-service rings up a billion dollar
sale. Robert S. Oelman. Ja 92.
Take-over attempt was the turning
point. A. Emerson E. Mead. Ja 106.

BUSINESS MANAGEMENT

New company president: ten steps
to failure. The. D 66.

BUSINESS ORGANIZATIONS

Remodeling management structures.
Dr. Courtney C. Brown. N 46.

"BUSINESS STRATEGIES FOR JAPAN"

Secrets of success: Japan, Inc.
N 12.

BUSINESS TRIPS

Before casting off chart your course.
N 16a.

BUSINESS VALUE

How to buy or sell a business.
N 16a.

BUSINESSMEN

Hostility - A big expense you can avoid.
Dr. Milton Layden. S 54.
How businessmen pitched in to
save a city. D 44.
Name the 10 greatest men of American
business. S 52.
Name the 10 greatest men of
American business. O 52.
Uphill road to black capitalism, The.
D 60.
Wisconsin's corporate big brother program.
S 12.
Working Jet Set, The. S 50.

Businessmen sour on college support. S 22.

BUSINESSWOMEN

Those powerful powder
puff executives. N 80.
Woman's place is in the what?
N 17.

Butler, William F.
International bookkeeping really counts.
Ag 54.

BUYING HABITS

Don't sell the buyer short. Ag 34.

BYRD, SEN. HARRY

Business issues the new Congress
faces. D 26.

BYRD, JR., HARRY F.

Where's the money coming from?
O 28.

C

CAEs

see under CERTIFIED ASSOCIATION
EXECUTIVES

COPE

see under COMMITTEE ON POLITICAL
EDUCATION

CPA

see under CERTIFIED PUBLIC ACCOUNTANTS

CAB

Business: A look ahead. D 83.

CABOT, CABOT & FORBES

Industry's hidden dividends:
looking like new. O 93.

CADILLAC ASSOCIATES, INC.

Survival hints for harried executives.
Je 10.
Worst is over. The. JI 28.

Caldwell, John L.

Business has its own Embassies.
My 86.

CALIFORNIA DRYCLEANERS ASSOCIATION

Tapping a lode of talent. My 42.

CALIFORNIA JOB DEVELOPMENT CORPORATION ACT

Uphill road to black capitalism, The.
D 62.

CALIFORNIA-PACIFIC UTILITIES CO.

Worst is over. The. JI 28.

Callaway, Ely R.

Threading your way to the top. Ja 62.

Campus and the campaigns. O 24.

Campus is not all thorns for business,
The. Dr. James M. Lahiff. My 59.

CANADA

Will the dollar be devalued
via the back door? N 98.

Canada's businessmen shoulder
the load. N 71.

CANADIAN BANKERS' ASSOCIATION

Canada's businessmen shoulder
the load. N 71.

CANADIAN BUSINESS

Canada's businessmen shoulder
the load. N 68.

CANADIAN CHAMBER OF COMMERCE

Canada's businessmen shoulder
the load. N 70.

CANADIAN INDUSTRIES, LTD.

Canada's businessmen shoulder
the load. N 70.

CANADIAN LABOUR CONGRESS

Canada's businessmen shoulder
the load. N 70.

CANADIAN MANUFACTURERS' ASSOCIATION

Canada's businessmen shoulder
the load. N 71.

CANAL-RANDOLPH CORP.

Accentuating the positive. Ap 34.

CANRON, LTD.

Canada's businessmen shoulder
the load. N 71.

CAPE KENNEDY

Industry's hidden dividends.
O 82.

CAPITAL NATIONAL BANK OF MIAMI

Taken to the cleaners by a paper-
hanger? Fe 12.

CAPITAL PUNISHMENT

Should the death penalty
be abolished? O 23.

CAPITAL RECLAMATION CORP.

Company thrives on a bureaucratic
by-product. O 18.

CARDBOARD BOX

Business: A look ahead.
O 106.

CAREER SERVICE AWARDS

Spotlight on top career workers
for the U. S. Mr 94.

CARGO

Business: A look ahead. D 83.

CARPENTER, COMDR. SCOTT

Spacemen find business can be an
adventure, too. Ap 80.

CARTY, ROLAND K.

Canada's businessmen shoulder
the load. N 71.

Case of the lost executive, The.

J. Martin Seidenfeld, Ph.D.
Mr 68.

Caught in a salary squeeze? Ja 16.

CENSUS

Census data: Tailored to suit you. Ag 52.
Counting and the costs. Ap 26.
Should we take a five-year census?
Mr 23.

Census data: Tailored to suit you. Ag 52.

CENSUS OF CONSTRUCTION INDUSTRIES

Spotlight on firms in the ups and
downs business. N 101b. (Regional)

CENTRAL INDUSTRIAL PARK

Industry's hidden dividends.
O 82.

CENTRAL-PENN NATIONAL BANK

Green light for a business speedup.
Ja 27.

CENTRALIZED REFERRAL ACTIVITY

Business. A look ahead. N 102.

Cerami, Charles A.

Are you an innovator or operator?
Je 54.

New gold crisis? My 38.

Will the dollar be devalued via
the back door? N 100.

CERTIFIED ASSOCIATION EXECUTIVES

More muscle in business' corner.
O 54.

CERTIFIED PROFESSIONAL SECRETARY

Do you drive your secretary
up the wall? D 52.

CERTIFIED PUBLIC ACCOUNTANTS

Bull market in this profession. Ag 11.

CESSNA AIRCRAFT CO.

Green light for a business speedup.
Ja 27.

CHAMBER OF COMMERCE OF THE UNITED STATES

F. Ritter Shumway of Sybron Corp.
Lessons of Leadership. Part LX.
My 49.

More muscle in business' corner.

O 54.

Solving your city's problems.

N 16a.

Changes ahead in Washington's labor policies? S 69.

CHARITY

Company builds with a foundation. A.
D 20.

CHARITY DONATIONS

Executive guide to giving. J110.

CHASE MANHATTAN BANK, THE

International bookkeeping really counts.
William F. Butler. Ag 54.

CHAVEZ, CESAR

Bitter fruit in the vineyards.
Douglas Hallett. Fe 80.

CHECKS

Taken to the cleaners by a paper-
hanger? Fe 12.

CHEEK, VANCE W.

Industry's hidden dividends.
O 88.

CHEMICAL INDUSTRY

Encourage the seeker — and find
Nylon. Samuel Lenher. Ja 68.

CHENNAULT, GEN. CLAIRE

Robert W. Prescott of Flying Tiger
Line. Lessons of Leadership.
Part LXV. O 65.

CHENNAULT, MRS. ANNA

Robert W. Prescott of Flying Tiger
Line. Lessons of Leadership.
Part LXV. O 68.

CHICAGO ASSOCIATION OF COMMERCE AND INDUSTRY

Organized citizens vs. organized crime.
N 32.

CHICAGO, BURLINGTON & QUINCY RAILROAD CO.

Accentuating the positive. Ap 34.

CHICAGO CRIME COMMISSION

Organized citizens vs. organized crime.
N 33.

CHIEF EXECUTIVE COMPENSATION IN THREE NONMANUFACTURING INDUSTRIES - TABLE # 3

Executive pay - a time of dramatic
change. N 93.

CHIEF EXECUTIVE OFFICER

Who's really running the show?
Mr 16.

CHIEF EXECUTIVES

Making of a company president. The
N 78.
Those powerful powder
puff executives. N 80.

CHIQUITA BANANA

Birth of a salesman. Ag 31.

CHUBB AND SON, INC.

Green light for a business speedup.
Ja 27.

CHUSID, FREDERICK, & CO.

Case of the lost executive, The.
J. Martin Seidenfeld, Ph.D.
Mr 68.

CINCINNATI ECONOMY DRUG CO.

Worst is over, The. J1 28.

CITIES

Business issues the new
Congress faces. D 31.

CITIES SERVICE OIL CO.

Solving mysteries for female motorists.
Je 14.

CITIZENS CONFERENCE ON STATE LEGISLATURES

Statehouses go modern, The. My 24.

CITIZENS TASK FORCE

Statehouses go modern, The. My 24.

CITY DEVELOPMENT

How businessmen pitched in to
save a city. D 44.

CITY MACHINE TOOL AND DIE CO.

Worst is over, The. J1 28.

CIVIC ACTION

Solving your city's problems.
N 16a.

CLAPP, GEORGE

Maurice Robinson of Scholastic
Magazines, Inc. D 56.

CLARK, ALICE

More muscle in business' corner.
O 55.

CLARK EQUIPMENT CO.

In quest of quality products and
people. Lessons of Leadership.
Part LVI. (George Spatta) Ja 35.

Clark, Evert

Moon program's business brain trust,
The. My 32.

CLARK, GEORGE R.

Lowering the patent barriers.
D 80.

CLARK, RAMSEY

Should the death penalty
be abolished? O 23.

CLAYTON, ANDERSON, & CO.

Accentuating the positive. Ap 34.

Clearing the air. My 92.

CLERGY ECONOMIC EDUCATION FOUNDATION

Clergymen are given down-to-
earth insight. Ap 19.

CLERGYMEN

Clergymen are given down-to-
earth insight. Ap 19.

Clergymen are given down-to-earth
insight. Ap 19.

CLOUD SEEDING

Efforts to change the weather involve more
than small potatoes. S 80.

COCA-COLA CO., THE

Letting the genie out of the bottle.
Charles W. Adams. Ja 64.

COLE, E. N.

Environment dilemma, The.
N 56.

COLLEGE ADMISSIONS ASSISTANCE CENTER

If dear old Siwash turns him down.
Mr 12.

College costs still climb. Je 10.

COLLEGE RECRUITING

If dear old Siwash turns him down.
Mr 12.
Know your company's recruiting
program? Ja 16.
Price tag is bigger, The. Fe 11.

COLLEGES AND UNIVERSITIES

Businessmen sour on college support. S 22.
Campus is not all thorns for business,
The. Dr. James M. Lahiff. My 59.
College costs still climb. Je 10.
Educator's view, An: Six crucial
changes colleges need. Paul H.
Davis. My 60.
How students see you now. Walter
Wingo. My 54.
If dear old Siwash turns him down.
Mr 12.
Should businessmen support colleges?
Ag 15.
Should students get time off to campaign?
S 21.
Track record for M.B.A.'s. Ap 16.

COLLIER, DONALD W., DR.

Working Jet Set, The. S 50.

COLUMBIA UNIVERSITY'S TEACHERS COLLEGE

Maurice Robinson of Scholastic
Magazines, Inc. D 54.

COLWELL CO., THE

Worst is over, The. J1 28.

COMMISSION ON FUELS AND ENERGY

Environment dilemma, The.
N 55.

COMMISSION ON GOVERNMENT PRO- CUREMENT

New tool for cutting Government
costs. Rep. Chet Holifield. Fe 58.

COMMITTEE ON GOVERNMENT EFFICIENCY

Statehouses go modern, The. My 24.

COMMITTEE ON POLITICAL EDUCATION

How they're rated in the tight races.
O 104.

COMMON MARKET

Business: A look ahead. My 77.
(Foreign Trade)

COMMUNISM

Voice that pierces the Iron Curtain, A.
Ag 70.

COMMUNITY DEVELOPMENT

How businessmen pitched in to
save a city. D 44.

COMMUNITY PROBLEMS

Solving your city's problems.
N 16a.

Company builds with a foundation, A.
D 20.

COMPANY CARS

It's a four-wheeled fringe benefit.
Mr 16.

COMPANY COSTS

How to save \$1—instead of two bits.
My 12.

COMPANY EVALUATION

What is your company really worth?
D 77.

COMPANY NAME CHANGES

Whatever became of Ag 12.

Company officers in striped pants?
Ap 20.

Company thrives on a bureaucratic
by-product. O 18.

COMPATABILITY IN BUSINESS

Hostility - A big expense you can avoid.
Dr. Milton Layden. S 54.

COMPUTER & BUSINESS MANAGEMENT

INC. Business bridges a government

COMPUTER COMMUNICATIONS, INC.

Dynamic growth companies. Je 44.

COMPUTERS

Dynamic growth companies. Je 44.
Keeping in touch with your electronic
brain. My 16.
Meet the electronic talent scout.
N 74.
Savings for you and the Government.
Ja 20.

CONABLE, JR., REP. BARBER B.

Advice to a new Congressman.
D 32.
Memo from the Editor. D 7.

CONBOY, BERNARD M.

Industry's hidden dividends: do's
and don't's for wooing industry.
O 92.

CONGLOMERATES

Business: A look ahead. (Foreign Trade) Ja 111.

CONGRESS

Advice to a new Congressman.

D 32.

Business issues the new

Congress faces. D 26.

CONGRESSIONAL ELECTIONS

'70 campaign, The: Battle for Congress.

Ag 18.

CONNECTICUT NATURAL GAS CORP.

Accentuating the positive. Ap 34.

CONOCO

Continental oil's symbol success.

N 21.

CONSERVATION, WATER

Business: A look ahead. S 86.

(Natural Resources)

"CONSERVATIVE"

What's in a name?

D 24.

CONSOLIDATED EDISON CO.

Environment dilemma, The.

N 50.

CONSOLIDATED ENGRAVERS CO.

Irish eyes are smiling at American

business. Je 28.

CONSOLIDATED PAPERS, INC.

Green light for a business speedup.

Ja 27.

CONSOLIDATION COAL CO.

Returning beauty to the land. Ja 19.

CONSTRUCTION

----- O 107.

----- N 102.

----- D 83.

Jim Walter Corp. S 76.

Spotlight on firms in the ups and

downs business. N 101b. (Regional)

CONSTRUCTION INDUSTRY

Business: A look ahead. S 86.

(Construction)

CONSTRUCTION — INSTITUTIONAL

Business: A look ahead. Ap 70. (Construction)

CONSULTANTS — FEES

Those management advice fees.

Mr 12.

CONSUMER CREDIT

Business: A look ahead. D 82.

"CONSUMER CREDIT IN THE SEVENTIES"

Business: A look ahead. D 82.

CONSUMER CREDIT PROTECTION ACT OF

1968

Business: A look ahead. D 82.

CONSUMERISM

Business issues the new

Congress faces. D 31.

CONSUMERS AND CONSUMERISM

Business: A look ahead. (Marketing) Fe 62.

Business: A look ahead. Mr 87.

(Marketing)

Don't sell the buyer short. Ag 34.

Take in a new partner—the consumer.

William G. Kaye. Fe 54.

Virginia Knauer: What she tells the

President about consumers. Robert T.

Gray. J1 34.

What they buy—and why. Ap 12.

Whirlpool tunes in the consumer.

Ja 20.

CONTAINER CORP. OF AMERICA

Business fights pollution—and the

nation profits. Fe 29.

Green light for a business speedup.

Ja 27.

Worst is over, The. J1 28.

CONTAINER INDUSTRY

Business: A look ahead. J1 58.

(Transportation)

CONTINENTAL CAN CO.

Just the ticket for a training film.

My 18.

CONTINENTAL CASUALTY CO.

Savings may ride on your hobby

horse. Mr 16.

CONTINENTAL OIL CO.

Continental Oil's symbol success.

N 21.

Environment dilemma, The.

N 57.

Continental Oil's symbol success. N 21.

CONTRACTING PLASTERERS' ASSOCIATION

Tapping a lode of talent. My 42.

CONTRIBUTIONS OF ELDERS

Where parents didn't fail. D 20.

CONTROL DATA CORP.

Lowering the patent barriers.
D 79.

Cook, C. W.

Decision that built managers, The.
Ja 76.

COOKE, JOHN WARREN

Higher taxes at the state level?
D 39.

COPPER INDUSTRY

Business: A look ahead. J1 58.
(Natural Resources)

CORN CROP

Business: A look ahead. D 82.

Corporate Ambassadors to Washington.

Robert W. Miller and Jimmy D. Johnson.
J1 44.

Corporate aviary, The. Fe 32.

CORPORATE DIVERSIFICATION

Making corporate marriages work.
Lessons of Leadership. Part LIX.
(Kendrick R. Wilson) Ap 62.

Corporate giant stresses individuals, A. S 18.

CORPORATE LIQUIDITY

Does your firm face a liquidity
crisis? D 59.

CORPORATE MARRIAGES

Making corporate marriages work.
Lessons of Leadership. Part LIX.
(Kendrick R. Wilson) Ap 62.

CORPORATE SEMINARS, INC.

Feeling the pinch. Ag 12.

Cost of poor penmanship, The. J1 11.

Costello, John

Charting charity. J1 10.
Cost of consulting, The. Mr 12.
Executive trends. N 12.
Like riding a sub. S 12.
Most wanted managers. Ja 15.
New Gay Nineties, The. Ag 10.
PR trial marriage? Ap 12.
Those expendable jobs. Je 10.
What sales calls cost. Mv 12.

Cost of consulting, The. John
Costello. Mr 12.

COUNCIL FOR LATIN AMERICA, INC.

Business: A look ahead. (Foreign
Trade) Fe 62.

COUNCIL FOR THE ADVANCEMENT OF SMALL COLLEGES, THE

If dear old Siwash turns him down.
Mr 12.

COUNCIL OF STATE GOVERNMENTS, THE

Statehouses go modern, The. My 24.

Counting and the costs. Ap 26.

Cox, Charles K.

Fighting for bold ideas. Ja 86.

CRAWFORD, W. DONHAM

Environment dilemma, The.
N 57.

CREDIT

Business: A look ahead. D 82.
How that credit law works. J1 11.

CREDIT AND FINANCE

Business: A look ahead.
-----Mr 86.
-----O 106.
-----N 103.
-----D 82.

CREDIT BUYING

Goodbye credit—hello, SAVE. My 13.

CREDIT CARDS

Business: A look ahead.
----- Fe 63.
----- O 106.

CRIME AND CRIMINALS

Bull market in stock and bond
thefts, The. Mr 28.
Business: A look ahead. (Credit and
Finance) Fe 63.
Business issues the new
Congress faces. D 31.
Crime fight progress: A police-GE
product. Ap 19.
Organized citizens vs. organized crime.
N 31.
Softening crime's impact. Ja 24.
Tide is turning against crime, The.
Je 32.
What Congress is doing about crime.
Ja 42.
You can stall car and truck thieves.
J1 (Regional).

CRIME COMMISSION OF GREATER MIAMI
Organized citizens vs. organized crime.
N 32.

CRIME CONTROL
Crime fight progress: A police-GE
product. Ap 19.

Crime fight progress: A police-GE
product. Ap 19.

CRIME VICTIMS
Softening crime's impact. Ja 24.

CRIMINAL REHABILITATION
Producing cars—and good citizens.
Fe 16.

CROCKETT, HUDLEY
Race in one State, The. Ag 24.
Cross, Bert S.
Key to success: A scrub pail. Ja 90.

CROWN COTTON MILLS
Industry's hidden dividends.
O 79.

CULP, DR. D.P.
Industry's hidden dividends.
O 86.

CURRENCY
Insulate with a cool \$50 million?
D 41.
Pressures on the dollar.
Edwin H. Yeo III. D 81.
Will the dollar be devalued
via the back door? N 98.

CURRENCY, INTERNATIONAL
New gold crisis? Charles A. Cerami.
My 38.

CYCLAMATES
Business: A look ahead. Mr 86.
(Agriculture)

D

DISC
see under DOMESTIC INTERNATIONAL
SALES CORPORAT

DALLAS NEGRO CHAMBER OF COMMERCE
Uphill road to black capitalism, The.

DALTON JUNIOR COLLEGE
Industry's hidden dividends.
O 79.

DALTON, GEORGIA
Industry's hidden dividends.
O 76.

DARTMOUTH COLLEGE
Price tag is bigger, The. Fe 11.

DARTNELL CORP.
Not shooting Santa Claus.
D 12.
Saying "Dear Sir!" now costs
\$3.05. Fe 12.

DATA PRODUCTS SYSTEMS DIVISION
Keeping in touch with your electronic
brain. My 16.

DAVIDSON, TIPPEN
Industry's hidden dividends.
O 82.

DAVIES, GORDON K.
Meet the electronic talent scout.
N 75.

DAVIS, JR., KENNETH N.
Why businessmen serve in Wash-
ington. Mr 36.

Davis, Paul H.
Educator's view, An: Six crucial
changes colleges need. My 60.

Day to remember, A. Ap 92.

DAYLIGHT SAVING TIME
Never resetting the clock. Jl 18.
Year-round daylight saving time?

DAYTON, BRUCE B.
Company builds with a foundation, A.

DAYTON HUDSON CORP.
Company builds with a foundation, A.
D 20.

DAYTON HUDSON FOUNDATION
Company builds with a foundation, A.
D 20.

**DAYTONA BEACH BOARD OF
REALTORS**
Industry's hidden dividends.
O 80.

DAYTONA BEACH, FLORIDA
Industry's hidden dividends.
O 80.

DAYTONA NEWS-JOURNAL
Industry's hidden dividends.
O 82.

DEATH PENALTY

Matter of life or death, A. N 28.
Should the death penalty
be abolished? O 23.

"DEBT SERVICE SCHEDULES"

Non-best seller from Boston, A.

DECIMAL SYSTEM

Should we switch to meters and
kilograms? My 21.
Take me to your liter. Je 18.

Decision that built managers, The.
C. W. Cook. Ja 76.

DEERE & CO.

Worst is over, The. J1 28.

DEFENSE BUDGET

"Peace dividend" from the Pentagon.
O 40.

DEFENSE ELECTRONIC SUPPLY CENTER, DAYTON, OHIO

Business: A look ahead. N 102.

DEFENSE SPENDING

Business issues the new
Congress faces. D 27.

DEFICITS

Pressures on the dollar.
Edwin H. Yeo III. D 81.

Defusing the environment issue. S 72A.

DELAWARE RIVER PORT AUTHORITY

Riding high on the Lindenwold Line.
D 71.

DELTA AIR LINES

It all began with the boll weevil.
Charles H. Dolson. Ja 66.

DEMOCRATIC PARTY

'70 campaign, The: Battle for Congress.
Ag 18.
What's in a name?
D 24.

DEMOLITION

Spotlight on firms in the ups and
downs business. N 101b. (Regional)

DENNING, LORD

British Judge asks, A: What good
is freedom without law and order?
Fe 37. (Regional)

DEPRESSIONS

Can we have a bust? Ira T. Ellis.
Mr 84.

DETROIT EDISON CO.

Business fights pollution—and the
nation profits. Fe 29.
Worst is over, The. J1 28.

DEUTSCH, SHEA & EVANS, INC.

What an engineer will cost you.
Ja 16.

DEVALUATION

Will the dollar be devalued
via the back door? N 98.

DEVELOPMENT SERVICES CORP.

Uphill road to black capitalism, The.
D 65.

DeYoung, Russell

How millions were tied to the "Cord
of the future." Ja 80.

DICTAPHONE CORP.

Diversification in a career—and in
a company. Lessons of Leadership.
Part LVIII. (Walter Finke) Mr 46.

DIEBOLD GROUP

Hard to get—and harder to keep.
J1 10.

DI GIORGIO CORP.

Uphill road to black capitalism, The.
D 62.

DIPLOMACY

Company officers in stiped pants?
Ap 20.

DISABILITY RATES

Business: A look ahead.
O 106.

DISCOVER AMERICA TRAVEL ORGAN- IZATIONS, INC.

Hey, world! Look us over! Ag. 42.

DISPLACED EXECUTIVES

Helping hand for the displaced exec.
N 12.

Diversification in a career—and in a
company. Lessons of Leadership.
Part LVIII. (Walter Finke) Mr 46.

Do you drive your secretary
up the wall? D 50.

Do you need a new right hand? Auren Uris.
J1 72.

Do your firm's annual reports
make points? N 73. (Regional)

Do's and don'ts for wooing industry.
Industry's hidden dividends.
O 92.

Does your firm face a liquidity crisis?
D 59.

Dolson, Charles H.
It all began with the boll weevil.
Ja 66.

DOMESTIC COUNCIL
How the White House got its management
tools. Ag 44.

DOMESTIC INTERNATIONAL SALES
CORPORATION
Shot in the arm for our exports.
O 99.

DOMTAR, LTD.
Canada's businessmen
shoulder the load. N 71.

Don't sell the buyer short. Ag 34.

DOW CHEMICAL CO.
Industry's hidden dividends.
O 85.

DOWELL, M. WILSON
Industry's hidden dividends.
O 85.

DRAFT
Business issues the new
Congress faces. D 31.

DRAKE, ERIC
Making a splash in the U. S. market.
Lessons of Leadership. Part LXII. J1 63

Dramatic change in course for shipping,
A. My 77.

Dreams that never fade, The. Jack Harrison
Pollack. Ag 48.

DRESS STYLES
Midi, mini and pants suits.
D 14.

DRIVING SAFETY
How to drive in winter and stay alive.
N 17.

Drug abuse is your headache, too.
N 38.

DRUGS
Drug abuse is your headache, too.
N 38.
When pills are bad medicine. My 17.

DU PONT, E. I., DE NEMOURS & CO.
Business: A look ahead.
O 107.
Can we have a bust? Ira T. Ellis.
Mr 84.
Du Pont formula: Hear out the young.
Mr 19.
Encourage the seeker — and find
Nylon. Samuel Lenher. Ja 68.

Du Pont formula: Hear out the young.

DURKEE - MOWER, INC., LYNN, MASS.
Profit picture brightens, The.
O 34.

Dynamic growth companies. Je 44.

DYNAMIC GROWTH COMPANIES
American Avitron, Inc. Ap 88.
American Salesmasters, Ltd. J1 68.
J.F.P. Enterprises. Mr. 64.
Jim Walter Corp. S 76.
Koch Industries, Inc. Fe 48.
Pioneer Systems, Inc. O 36.
Waterman - Bic Pen Corp. D 72.

E

EDP
see under ELECTRONIC DATA
PROCESSING

ESI
see under EMPLOYMENT SYSTEMS,
INC.

EVR
see under ELECTRONIC VIDEO RECORDING

EAGLE PENCIL DIVISION, BEROL CORP.
Worst is over, The. J1 28.

"EARTH BONDS"
Banks share in fight against pollution.
D 19.

Easing toil on the soil. Ag 14.

EAST TENNESSEE STATE UNIV.
Industry's hidden dividends.
O 86.

EASTMAN DILLON, UNION SECURITIES
& CO.
Jolts on the price elevator. Herbert
A. Lewis. My 60.

Eastman employees focus on investments.
N 22.

EASTMAN KODAK CO.

Eastman employees focus on investment.
N 22.

"Emmy" for an annual meeting, An?
Jl 14.

"You press the button and we do
the rest." Frederic S. Welsh.
Ja 70.

ECONOMIC DEVELOPMENT CORP.

Industry's hidden dividends:
looking like new. O 94.

ECONOMIC FORECASTING

Look at the next five years, A. Donald
R. Burrus. S 73.

ECONOMIC GROWTH

Secrets of success: Japan, Inc.
N 12.

ECONOMIC TRENDS

Look at the next five years, A. Donald
R. Burrus. S 73.

ECONOMY

Not shooting Santa Claus. D 12.

EDISON ELECTRIC INSTITUTE

Environment dilemma, The.
N 57.

EDITORIAL

Armageddon? Jl 84.

Bad medicine. Fe 88.

Behind the smoke screen.
D 84.

Clearing the air. My 92.

Day to remember, A. Ap 92.

It's his job.

O 108.

Of men and angels. N 104.

One step too many. Mr 96.

Right and wrong. S 88.

Snake oil. Ja 114.

Something for nothing? Je 84.

Wise way, The. Ag 76.

EDUCATION

Athletes score with youngsters.

N 22.

Business: A look ahead. N 103.

Kids our high schools forget, The.

Je 70.

EDUCATIONAL FACILITIES LABORATORIES, INC.

Business: A look ahead. Ap 70. (Con-
struction)

EDUCATIONAL PUBLISHING FIELD

Maurice Robinson of Scholastic
Magazines, Inc. D 54.

Educator's view, An: Six crucial changes
colleges need. Paul H. Davis. My 60.

EDWARD N. HAY AND ASSOCIATES

"Work the pants off him."
O 15.

Efforts to change the weather involve more than
small potatoes. S 80.

EG&G, INC.

Uphill road to black capitalism, The.
D 60.

E. I. CO., LTD.

Irish eyes are smiling at American
business. Je 38.

ELECTION CAMPAIGNS

Campus and the campaigns, The.
O 24.

ELECTIONS

Campus and the campaigns, The.

O 24.

Day to remember, A. Ap 92.

How they're rated in the tight races.

O 104.

Memo from the Editor.

O 7.

You don't have to be at the polls to vote.

O 50.

ELECTRIC CO., ATLANTIC CITY, N.J.

Business fights pollution—and the
nation profits. Fe 29.

ELECTRIC POWER

Defusing the environment issue. S 72A.

ELECTROID CO.

Working Jet Set, The. S 50.

ELECTRONIC DATA PROCESSING

Hard to get—and harder to keep.
Jl 10.

ELECTRONIC INDUSTRIES ASSOCIATION

Business: A look ahead. Je 82.
(Foreign Trade)

ELECTRIC POWER PRODUCTION

Business issues the new
Congress faces. D 31.

ELECTRONIC VIDEO RECORDING

Business: A look ahead. JI 58.
(Marketing)

Ellis, Ira T.

Can we have a bust? Mr 84.

EMERSON, PAUL C.

Higher taxes at the state level?
D 40.

EMERY AIR FREIGHT CORP.

Profit picture brightens. The.
O 30.

"Emmy" for an annual meeting, An?
JI 14.

EMPIRE STATE CHAMBER OF COMMERCE

Higher taxes at the state level?
D 40.

EMPLOYEE DRESS STYLES

Midi, mini and pants suits.
D 14.

EMPLOYEE PROBLEMS

Drug abuse is your headache, too.
N 38.

EMPLOYEE TURNOVER

Losing lots of employees? D 16.

EMPLOYEES

What foremen want in their Yule socks.
D 14.

Employees' extra benefits soar. S 84.

EMPLOYMENT

Helping hand for the displaced exec.
N 12.
Meet the electronic talent scout.
N 74.
Woman's place is in the what?
N 17.

EMPLOYMENT REFERRAL

Business: A look ahead. N 102.

EMPLOYMENT SYSTEMS, INC.

Meet the electronic talent scout.
N 74.

Encourage the seeker — and find Nylon.
Samuel Lenher. Ja 68.

ENERGY

Environment dilemma. The.
N 50.

ENGINEERS

What an engineer will cost you.
Ja 16.

ENTERPRISE PUBLICATIONS

Meet Harry the boarder. Je 11.

ENVIRONMENT

Banks share in fight against
pollution. D 19.
Business: A look ahead. D 83.
Insulate with a cool \$50 million?
D 41.
Thousands play where Boise
Cascade works. O 17.

ENVIRONMENT CONTROL

Our environment crisis. Gov.
Ronald Reagan. Fe 25.

Environment dilemma. The.
N 50.

ENVIRONMENTAL CONTROLS

Behind the smoke screens. D 84.

ENVIRONMENTAL QUALITY STUDY COUNCIL

Our environment crisis. Gov.
Ronald Reagan. Fe 25.

ENVIRONMENTAL SCIENCE SERVICES ADMINISTRATION

Efforts to change the weather involve more
than small potatoes. S 80.

EQUITABLE LIFE ASSURANCE SOCIETY OF NEW YORK

Accentuating the positive. Ap 34.

EQUITABLE LIFE ASSURANCE SOCIETY OF THE U. S.

Worst is over. The. JI 28.

ESSO RESEARCH & ENGINEERING CO.

Business: A look ahead. Mr 87.
(Natural Resources)

EUROPE

Business: A look ahead.
O 107.
Industry's hidden dividends:
new towns and industrial parks
change Europe. O 97.
Pressures on the dollar.
Edwin H. Yeo III. D 81.

EUROPEAN COMMON MARKET

Business: A look ahead. S 86.
(Foreign Trade)

EVALUATION

What is your company really worth?
D 77.

EVANS, CATHERINE

Industry's hidden dividends.
O 77.

EVANS, JANE

Those powerful powder
puff executives. N 80.

EVELYN WOOD READING DYNAMICS

Time consuming and costly.
O 15.

Every cloud has a silver lining.

O 16.

EXCELLO LOKALARM

You can stall car and truck thieves.
J1 (Regional).

Exchange of understanding, An.

Mr 20.

EXECUTIVE COMPENSATION PAY

Executive pay - a time of dramatic
change. N 89.

Executive guide to giving. J1 10.

EXECUTIVE PAY

Caught in a salary squeeze? Ja 16.

Executive pay - a time of dramatic
change. N 89.

EXECUTIVE PLACEMENT BUREAU

Helping hand for the displaced exec.
N 12.

EXECUTIVE PRESIDENT

New company president: ten steps
to failure, The. D 66.

EXECUTIVE RECRUITMENT

Upper bracket job forecast:
Sunny. Ja 15.

EXECUTIVE SALARIES

Executive pay - a time of dramatic
change. N 89.

EXECUTIVE SECRETARIES

Do you drive your secretary up the wall?
D 50.

"EXECUTIVE STRESS," Dr. Harry Levinson

How to get along with the boss. Ap 12.

EXECUTIVE TRANSITION PROGRAM

Helping hand for the displaced exec.
N 12.

EXECUTIVE TRENDS

Best buys in salesmen. John

Costello. O 14.

Charting charity. John Costello.
J1 10.

Cost of consulting, The. John

Costello. Mr 12.

Economy takes a holiday.

John Costello. D 12.

Europe on a shoestring. John

Costello. Fe 11.

If the ax must fall. John

Costello. N 12.

Like riding a sub. John Costello. S 12.

Most wanted managers. John

Costello. Ja 15.

New Gay Nineties, The. John Costello.

Ag 10.

PR trial marriage? John

Costello. Ap 12.

Those expendable jobs. John Costello.

Je 10.

What sales calls cost. John

Costello. My 12.

EXECUTIVES

Accounting quiz for managers.

Mr 12.

And now, the Paul Principle. My 14.

Are middle managers useless?

O 14.

Are you an innovator or operator?

Charles A. Cerami. Je 54.

Business and government will swap

executives. Mr 44.

Case of the lost executive, The.

J. Martin Seidenfeld, Ph.D.

Mr 68.

Company officers in striped pants?

Ap 20.

Corporate Ambassadors to Washington.

Robert W. Miller and Jimmy D. Johnson.

J1 44.

Corporate aviary, The. Fe 12.

Corporate giant stresses individuals, A. S 18.

Do you need a new right hand? Auren

Uris. J1 72.

Executive guide to giving. J1 10.

Hard to get—and harder to keep.

J1 10.

Hostility - A big expense you can avoid.

Dr. Milton Layden. S 54.

How do you rate as a manager? Ag 10.

How they're hiring higher-ups. S 14.

How to be a tough nice guy. Charles

Bisbee. Je 79.

How to get along with the boss.

Ap 12.

How to make executives behave.
 Dr. Mortimer R. Feinberg and John
 J. Tarrant. Ap 72.
 If he's hard to get along with, hire him.
 Dr. E. G. Shuster. Ag 66.
 Major in English—or engineering?
 Ag 10.
 Par will help your business score,
 A. Robert A. Lull. Ap 39.
 Program yourself like a computer.
 Dr. James D. Weinland. My 31.
 Survival hints for harried executives.
 Je 10.
 Those executive fringe benefits. Je 11.
 Track record for M.B.A.'s Ap 16.
 U. S. executives vs. Asians and
 Europeans. My 14.
 Upper bracket job forecast:
 Sunny. Ja 15.
 Who's really running the show?
 Mr 16.
 Why executives flame out. Je 50.
 Your business is her business.
 Auren Uris. My 72.

EXECUTIVE'S ASSISTANT

Do you need a new right hand? Auren
 Uris. J1 72.

EXECUTIVES' WIVES

Your business is her business.
 Auren Uris. My 72.

EXIMBANK

see under EXPORT-IMPORT BANK OF THE
 UNITED STATES

EXPORT

Business: A look ahead.
 O 107.
 Shot in the arm for our exports.
 O 99.

EXPORT-IMPORT BANK OF THE UNITED STATES

Salesman runs a bank, A. J1 77.

EXPORTING AND IMPORTING

Up, up and away. S 14.

F

FAIR

see Federal Assistance
 Information Reporting.

FBI

see under U. S. FEDERAL BUREAU
 OF INVESTIGATION

FTC

see under U. S. FEDERAL TRADE
 COMMISSION

F. Ritter Shumway of Sybron Corp.

Lessons of Leadership. Part LX.
 (F. Ritter Shumway) My 49.

Facing a big-name legal eagle. My 15.

FALSTAFF BREWING CORP.

Profit picture brightens, The.
 O 31.

FARLEY, EDWARD J.

How businessmen pitched in to
 save a city. D 45.

FARMS AND FARMING

Business: A look ahead. Je 82.
 (Agriculture)
 Easing toil on the soil. Ag 14.

FARRELL LINES, INC.

Profit picture brightens, The.
 O 30.

Fatter, fact-filled, flossier — and more
 costly. Ja 16.

FEATHERLITE CORP.

Profit picture brightens, The.
 O 31.

FEDERAL ASSISTANCE INFORMATION REPORTING

Business bridges a government
 gap. O 17.

FEDERAL ASSISTANCE PROGRAMS

Business bridges a government gap.
 O 17.

Feeling the pinch. Ag 12.

Feinberg, Dr. Mortimer R., Tarrant, John J.
 How to make executives behave. Ap 72.

FEMALE EMPLOYMENT

Woman's place is in the what?
 N 17.

FEMALE EXECUTIVES

Those powerful powder
 puff executives. N 80.

FEWSTER, J. DONALD

Eastman employees focus on
 investments. N 22.

FIBRE BOX ASSOCIATION

Business: A look ahead.
 O 106.

FIDELITY BANK, THE

Green light for a business speedup.
Ja 27.

FIDELITY BANK, PHILADELPHIA, PA.

Business fights pollution—and the
nation profits. Fe 29.

FIDELITY UNION TRUST CO.

How businessmen pitched in to
save a city. D 45.

Fighting for bold ideas. Charles K. Cox.
Ja 86.

FILTERING

Business: A look ahead. N 103.

FINANCIAL EXECUTIVES

Major in English—or engineering?
Ag 10.

FINANCIAL EXECUTIVES INSTITUTE

Major in English—or engineering?
Ag 10.

**FINANCING FOR SMALL AND MEDIUM-
SIZED BUSINESSES**

Money makes the mare go. Mr 16.

Fine feelings about a refinery. Fe 15.

FINKE, WALTER

Diversification in a career—and in
a company. Lessons of Leadership.
Part LVIII. Mr 46.

FINLAND

Finland's formula for deflating inflation.
Ag 36.

Finland's formula for deflating inflation.
Ag 36.

FIRE-PROOFING

Business: A look ahead. S 86.
(Manufacturing)

FIREMAN'S FUND INSURANCE CO.

Accentuating the positive. Ap 34.

Firm's stand on personal weakness. A.
Ag 13.

FIRST & MERCHANTS BANK

Green light for a business speedup.
Ja 27.

FIRST NATIONAL BANK, ATLANTA

Green light for a business speedup.
Ja 27.

FIRST NATIONAL BANK, MEMPHIS

Green light for a business speedup.
Ja 27.

FIRST NATIONAL BANK OF ARIZONA

Business fights pollution—and the
nation profits. Fe 29.

Profit picture brightens. The.

O 31.

When it's time to pay the piper.

D 14.

FIRST NATIONAL BANK OF BOSTON

Non-beat seller from Boston, A.
Je 11.

FIRST NATIONAL BANK OF CHICAGO

Uphill road to black capitalism. The.
D 65.

**FIRST NATIONAL BANK OF SOUTH
CAROLINA**

Green light for a business speedup.
Ja 27.

**FIRST PENNSYLVANIA BANK OF
PHILADELPHIA**

Banks share in fight against
pollution. D 19.

FIRST STATE BANK

What's in a name?

D 24.

**FIRST TENNESSEE - VIRGINIA
DEVELOPMENT DISTRICT**

Industry's hidden dividends.
O 90.

FISCAL CALENDAR

Is the Government year outdated?
Ap 55.

FISCHER, JOHN H.

Maurice Robinson of Scholastic
Magazines, Inc. D 54.

FISH

Old tires: a new lure for fish.
O 18.

FITCHBURG, MASSACHUSETTS

Solving your city's problems.
N 16a.

FLOORING INDUSTRY

Theme of success. A: "Let the buyer
have faith." James H. Binns. Ja 53.

FLORIDA DEVELOPMENT COMMISSION

Industry's hidden dividends.
O 82.

FLORIDA STATE CHAMBER OF COMMERCE

Higher taxes at the state level?
D 39.

FLYING TIGER LINE

Robert W. Prescott of Flying
Tiger Line. O 65.

FOOD PROCESSING

Business: A look ahead.
----- Ja 110.
----- Fe 63.

Decision that built managers. The.
C. W. Cook. Ja 76.
J.F.P. Enterprises. Mr 64.
Try an ice box on wheels — and
change an industry. Edward F.
Swift. Ja 108.

FOOD STORES

see under SUPERMARKETS

FORD, GERALD - HOUSE MINORITY LEADER
Business issues the new Congress faces.
D 26.

Ford, James W.
Rewards from the Kennedy Round.
Ja 46.

FORD MOTOR CO.

Easing toil on the soil. Ag 14.
Riding the Model T to mass production.
Allan Nevins. Ja 72.

FOREIGN AID

Business usses the new
Congress faces. D 31.

FOREIGN BUSINESS

Irish eyes are smiling at American
business. Je 28.

FOREIGN COMMERCE

Like to do business in Thailand?
Mr 14.

FOREIGN EXCHANGE

Will the dollar be devalued via
the back door? N 98.

FOREIGN TRADE

Business: A look ahead. S 86.
(Foreign Trade)
Business issues the new
Congress faces. D 31.
Protection can be dangerous.
Stanley V. Malcuit. Fe 47.

FOREIGN TRAVEL

Hey, world! Look us over! Ag 42.

FOREMAN FOUNDATION

What foremen want in their
Yule socks. D 14.

FT. WORTH NATIONAL BANK, THE
Green light for a business speedup.
Ja 27.

FOUNDATION for FULL SERVICE BANKS

When it's time to pay the piper.
D 14.

FOUNDATIONS

Company builds with a foundation, A.
D 20.

\$400 million down the drain?
D 12.

FOURNIER, CHARLES

It's not wine's tint - it's
the taste. D 16.

FRANCE

Pressures on the dollar.
Edwin H. Yeo III. D 81.

FRANCHISES

Business: A look ahead. S 86.
(Marketing)
Franchising—it's not all roses.
Ap 16.

Franchising—it's not all roses. Ap 16.

FRANKEL, CHARLES L.

Uphill road to black capitalism, The.
D 60.

FRANKLIN MINT, THE

Worst is over, The. J1 28.

FREE ENTERPRISE SYSTEM

Should there be a business day?
D 23.

FREEDOM

British Judge asks, Ar What good
is freedom without law and order?
Fe 37. (Regional)

FRIENDSHIP PARK, OHIO

Returning beauty to the land. Ja 19.

FRINGE BENEFITS

Employees' extra benefits soar. S 84.

FRISCIA, SAM

How businessmen pitched in to
save a city. D 46.

FRUIT INDUSTRY

Business: A look ahead. Ap 70.
(Agriculture)

FUEL

Business: A look ahead. Je 82.
(Natural Resources)

FUTURE FORECASTING

20 years from now. Ag 10.

G

GATT

see under GENERAL AGREEMENT
ON TARIFFS AND TRADE

GE

see under GENERAL ELECTRIC CO.

GNP

see under GROSS NATIONAL PRODUCT

GAIN FROM STOCK OPTIONS

TABLE # 5

Executive pay - a time of dramatic change. N 96.

GALLINGHOUSE, GERALD J.

Organized citizens vs. organized crime. N 34.

GAS & ELECTRIC CORP.

Business fights pollution—and the nation profits. Fe 29.

GELLER, HENRY

Uncle Sam's finest. S 34.

GENERAL AGREEMENT ON TARIFFS AND TRADE

Protection can be dangerous. Stanley V. Malcuit. Fe 47.

GENERAL CONTRACTING

Spotlight on firms in the ups and downs business. N 101b. (Regional)

GENERAL DYNAMICS CORP.

Business: A look ahead. Je 82. (Manufacturing)

GENERAL ELECTRIC

APOLLO SYSTEMS
Industry's hidden dividends. O 82.

GENERAL ELECTRIC CO.

Crime-fight progress: A police-GE product. Ap 19.
Into the barn — and a lofty future. Dr. Arthur M. Bueche. Ja 74.
Keeping in touch during a walkout. S 18.
Lowering the patent barriers. D 80.

GENERAL FOODS CORP.

Decision that built managers, The. C. W. Cook. Ja 76.

GENERAL MOTORS CORP.

Environment dilemma, The. N 56.
Executive pay - a time of dramatic change. N 90.
Producing cars—and good citizens Fe 16.

GENERAL MOTORS' ELECTROMOTIVE DIVISION

"Boss" Ketterings decision: Build a better diesel. Richard L. Terrell. Ja 78.

Generating goodwill toward the young. Ag 13.

GENESCO, INC.

Those powerful powder puff executives. N 80.

GENUINE PARTS CO.

Parking lot can mean a lot to kids. A. Ap 20.

GEORGETOWN STEEL CORP.

Industry's hidden dividends. O 75.

GEORGIA INSTITUTE OF TECHNOLOGY.

Industry's hidden dividends. O 79.

GERBER PRODUCTS CO.

Green light for a business speedup. Ja 27.

GERMANY

Will the dollar be devalued via the back door? N 98.

Getting on the route to corporate health.

William A. Lashley. Ja 98.

GHETTO REDEVELOPMENT

Woolworth helps give downtown its ups. Fe 16.

GIBSON, MAYOR KENNETH A.

How businessmen pitched in to save a city. D 44.

GIESE, HARLAN

What's in a name? D 24.

GIFTS

\$400 million down the drain? D 12.
Not shooting Santa Claus. D 12.
Now it's whiskey by wire. D 12.

GILLIS, DONALD R.

Higher taxes at the state level? D 40.

Gillman, R. W.

One man's theory opens a new door. Ja 84.

GIMCO, INC.

Organized citizens vs. organized crime. N 34.

GINN AND CO.

Accentuating the positive. Ap 34.

GIRARD CO.

Broad view accompanies an annual report. Je 13.

GLASS INDUSTRY

Improbable genius was Mike Owens. An. Raymon H. Mulford. Ja 96.

GLENN, COL. JOHN H.

Spacemen find business can be an adventure, too. Ap 80.

GLOBUS, INC.

Students flunk at new ideas. JI 14.

Going to Expo 70? Je 11.

GOLD

New gold crisis? Charles A. Cerami.
My 38.

Will the dollar be devalued
via the back door? N 99.

GOLD, JOSEPH

Working Jet Set, The. S 50.

GOLD RESERVE

Pressures on the dollar.
Edwin H. Yeo III. D 81.

GOLD SEAL VINEYARDS, INC.

It's not wine's tint - it's the taste.
D 16.

GOLDBERGER, DR. MAX

Dynamic growth companies: Pioneer
Systems, Inc. O 36.

GOLF

Par will help your business score,
A. Robert A. Lull. Ap 39.

GOLIGHTLY AND CO.

INTERNATIONAL, INC.
Making of a company president, The.
N 78.

GOLIGHTLY, HENRY O.

Making of a company president, The.
N 78.

GOMBERG, EPHRAIM R.

Organized citizens vs. organized crime.
N 31.

Goodbye credit—hello, SAVE. My 13.

GOODRICH, B. F., CO.

Accentuating the positive. Ap 34.
B. F. Goodrich Co.'s centry-old
standards. Je 13.

GOODYEAR TIRE AND RUBBER CO.

How millions were tied to the "Cord
of the future." Russell DeYoung.
Ja 80.
Old tires: a new lure for fish.
O 18.

GORE, ALBERT, SENATOR

Race in one State, The. Ag 24.

GOTT, EDWIN H.

Business: A look ahead. N 103.

GOVERNMENT - BUSINESS RELATIONS

Secrets of success: Japan, Inc.
N 12.

GOVERNMENT EMPLOYEES

Spotlight on top career workers
for the U. S. Mr 94.

GOVERNMENT RECRUITING

Why businessmen serve in Wash-
ington. Mr 36.

GOVERNMENT SERVICE

Why businessmen serve in Wash-
ington. Mr 36.

GOVERNMENT SPENDING

New tool for cutting Government
costs. Rep. Chet Hollifield. Fe 58.
Right and wrong. S 88.

GOVERNORS' CONFERENCE

Higher taxes at the state level?
D 38.

GRACE, W. R., & CO.

Irish eyes are smiling at American
business. Je 28.

GRAHAM, KATHARINE

Those powerful powder puff
executives. N 87.

GRAHAM, PHILIP

Those powerful powder
puff executives. N 87.

GRAPE PICKERS

Bitter fruit in the vineyards.
Douglas Hallett. Fe 80.

Gray, Robert T.

Battle over the driver's dollar. S 38.
Memo from the Editor. D 7.
Virginia Knauer: What she tells the
President about consumers. JI 34.

GREAT MOMENTS AND GREAT MEN OF AMERICAN BUSINESS

Sterling G. Slaphey. Ja 47.
"Boss" Kettering's decision:
Build a better diesel. Richard
L. Terrell. Ja 78.
Decision that built managers, The.
C. W. Cook. Ja 76.
Encourage the seeker—and find
nylon. Samuel Lenher. Ja 68.
Fighting for bold ideas. Charles
K. Cox. Ja 86.
Getting on the route to corporate
health. William A. Lashley. Ja 98.
How millions were tied to the "Cord
of the future." Russell DeYoung.
Ja 80.

Improbable genius was Mike Owens,
 An. Raymon H. Mulford. Ja 96.
 Into the barn—and a lofty future.
 Dr. Arthur M. Bueche. Ja 74.
 It all began with the boll weevil.
 Charles H. Dolson. Ja 66.
 Key to success: A scrub pail.
 Bert S. Cross. Ja 90.
 Letting the genie out of the bottle.
 Charles W. Adams. Ja 64.
 Life begins at 40—for a corporation.
 John O. Nicklis. Ja 100.
 Making a business out of Mr. Bell's
 invention. Charles E. Wampler. Ja 48.
 Mountain that became the "Richest hole
 on earth," A. Frank R. Miliken. Ja 88.
 One man's theory opens a new door.
 R. W. Gillman. Ja 84.
 Poker game where talk was the payoff,
 A. E. D. Brockett. Ja 82.
 Riding the Model T. to mass production.
 Allan Nevins. Ja 72.
 Self-service rings up a billion
 dollar sale. Robert S. Oelman. Ja 92.
 Shooting for the big time—and making
 it. James A. Ryder. Ja 102.
 Spare hand who went beyond the dream
 of Leonardo da Vinci, The. B. C.
 Huselton. Ja 50.
 Take-over attempt was the turning
 point, A. Emerson E. Mead. Ja 106.
 That Milwaukee slogan stems from
 Chicago's fire. Robert A. Uihlein, Jr.
 Ja 104.
 Theme of success, A: "Let the buyer
 have faith." James H. Binns. Ja 53.
 Threading your way to the top.
 Ely R. Callaway. Ja 62.
 Try an ice box on wheels—and
 change an industry. Edward F.
 Swift. Ja 108.
 Willingness to innovate, A. Charles
 W. V. Meares. Ja 94.
 "You press the button and we do the

GREAT NORTHERN RAILWAY CO., THE
 Accentuating the positive. Ap 34.

**GREAT SOUTHWEST INDUSTRIAL
 PARK**
 Industry's hidden dividends: looking

Great welfare debate, The. Ap 56.

Green light for a business speedup.
 Ja 27.

GREEN POWER FOUNDATION, INC.
 Uphill road to black capitalism, The.
 D 64.

GREENBERG, HERBERT M.
 Save billions on salesmen.
 O 14.

GREENE, P. J.
 Robert W. Prescott of Flying
 Tiger Line. O 65.

Grime doesn't pay, but clean air does.
 Fe 15.

GRIMM, W. T., & CO.
 What is your company really
 worth? D 77.

GROSS GALESBURG CO.
 Business fights pollution—and the
 nation profits. Fe 29.

GROSS NATIONAL PRODUCT-JAPAN
 Secrets of success: Japan, Inc.
 N 12.

Growth versus inflation. George P.
 Hitchings. Ap 77.

GSC DEVELOPMENT CORP.
 Industry's hidden dividends: looking
 like new. O 96.

GUARANTEED ANNUAL INCOME
 Great welfare debate, The. Ap 56.

GUERLAIN, INC.
 Worst is over, The. J1 28.

GUESSING
 Looking before your leap. Ja 15.

Guidance for those who guide. Mr 20.

GULF OIL CORP.
 Poker game where talk was the pay-
 off, A. E. D. Brockett. Ja 82.

H

Haack, Robert W.
 How Wal' Street toes its own line. S 26.

HAAGENSEN, KENNETH W.
 Higher taxes at the state level?
 D 40.

HABIB, PHILIP C.
 Uncle Sam's finest. S 34.

HALF, ROBERT, PERSONNEL AGENCIES
 Hard to get—and harder to keep.
 J1 10.

HALL, CHARLES G.
 How businessmen pitched in to
 save a city. D 48.

HALL, HARRY K.
 Higher taxes at the state level?
 D 40.

HALL, PAUL
Men in line to succeed Meany, The.
My 68.

HALL OF FAME FOR GREAT A
AMERICANS

In voting on great Americans,
business gets the business.
Dr. David L. Lewis. Mr 88.

Hallett, Douglas
Bitter fruit in the vineyards. Fe 80.

HAMBAR CO. WHITE PLAINS, N. Y.
Profit picture brightens, The.
O 34.

HAMILTON, DAVID
Industry's hidden dividends.
O 79.

HAMILTON NATIONAL BANK
Industry's hidden dividends.
O 88.

HAMILTON TOOL CO.
Irish eyes are smiling at American
business. Je 28.

HAMMOND ORGAN CO.
Industry's hidden dividends.
O 86.

HAMRICK MILLS
Green light for a business speedup.
Ja 27.

Handicapped are an asset, The. My 17.

HANDICAPPED WORKERS
Handicapped are an asset, The.
My 17.

HANDWRITING FOUNDATION
Cost of poor penmanship, The. Jl 11.

HANDY ASSOCIATES
Company officers in striped pants?
Ap 20.
Upper bracket job forecast:
Sunny. Ja 15.

HANOVER TRUST CO.
Green light for a business speedup.
Ja 27.

HARD-CORE UNEMPLOYED
Tangling with the manpower tangle.
Fe 64.
Tapping a lode of talent. My 42.

Hard going for unions. Mr 12.

Hard to get - and harder to keep. Jl 10.

HARDER, ROBERT T., INC.
Worst is over, The. Jl 28.

HARMON, JOHN E.
Meet the electronic talent scout.
N 76.

HATCHER, MAYOR RICHARD GORDON
Organized citizens vs. organized
crime. N 33.

HAWVER, DR. CARL F.
Business: A look ahead. N 103.
More muscle in business' corner.

HEALTH CARE
Memo from the Editor.
N 7.

HEALTH INSURANCE
Business: A look ahead. D 82.
Business issues the new
Congress faces. D 28.
Of men and angels. N 104.

HEALTH INSURANCE INSTITUTE
Business: A look ahead.
O 106.
Business: A look ahead. D 82.

HEARNES, WARREN E.
Higher taxes at the state level?
D 36.

HEAVY DUTY MACHINERY
In quest of quality products and
people. Lessons of Leadership.
Part LVI. (George Spatta) Ja 35.

HEIGHTS REALTY
What's in a name?
D 24.

Heiman, Grover
Business: A look ahead.

HELLER, WALTER E., INTERNATIONAL CORP.
Working Jet Set, The. S 50.

Hello, operator? Give me long distance!
Ap 14.

Helping hand for the displaced exec.
N 12.

Helping them get a "piece of the action."
Rocco C. Siciliano. Mr 56.

HENRY JOHNSON FISHER AWARD
Maurice Robinson of Scholastic
Magazines, Inc. D 54.

HERCULES, INC.
Green light for a business speedup.
Ja 27.

HEUBLEIN, INC.
Profit picture brightens, The.
O 30.

HEWITT-ROBINS, INC.

Handicapped are an asset, The.
My 17.

Hey, world! Look us over! Ag 42.

HEXCEL CORP.

Accentuating the positive. Ap 34.

HICKEY, MAYOR M. J.

Industry's hidden dividends.
O 85.

HIGH SCHOOLS

Kids our high schools forget, The.
Je 70.

HIGH - SPEED RAIL LINES

Riding high on the Lindenwold Line.
D 71.

Higher taxes at the state level?

D 38.

HIGHWAY CONSTRUCTION

Business: A look ahead. My 77.
(Transportation)

Business: A look ahead. N 103.
Spotlight on firms in the ups and
downs business. N 101b. (Regional)

HIGHWAY TAXES

Battle over the driver's dollar. Robert T.
Gray. S 38.

HIGHWAY TRUST FUND

Battle over the driver's dollar. Robert T.
Gray. S 38.

HIGHWAY USERS FEDERATION FOR SAFETY AND MOBILITY

Business: A look ahead. N 103.

HIGHWAYS AND ROADS

Business: A look ahead. Ag 74.
(Transportation)

HILLMAN, MURRAY

What's your firm really worth?
O 14.

HILLSDALE TOOL AND MANUFACTURING CO.

What's in a name?
D 24.

HINKLE, CARL

Industry's hidden dividends.
O 86.

HIRING POLICIES

Tapping a lode of talent. My 42.

HIRING PRACTICES

How they're hiring higher-ups. S 14.
Opening a new horizon. Mr 90.
Screen tests for job seekers. S 17.

HITCHCOCK, ARCHIE W.

What's in a name?
D 24.

HITCHINGS, George P.

Growth versus inflation. Ap 77.

HOBBIES AND ARTS

Savings may ride on your hobby
horse. Mr 16.

HOCH, EDWARD G.

How businessmen pitched in to
save a city. D 47.

HODGSON, JAMES D. - SECRETARY OF LABOR

Changes ahead in Washington's labor policies?
S 69.

Those powerful powder puff execu-
tives. N 83.

Why businessmen serve in Wash-
ington. Mr 36.

HOFFMAN, WAYNE M.

Robert W. Prescott of Flying
Tiger Line. O 66.

HOISTING EQUIPMENT

Business: A look ahead. My 77.
(Manufacturing)

HOLIDAYS

Should there be a business day?
D 23.

Holifield, Rep. Chet

New tool for cutting Government
costs. Fe 58.

HOME APPLIANCE INDUSTRY

One man's theory opens a new
door. R. W. Gillman. Ja 84.

HOME BUILDING INDUSTRY

Jim Walter Corp. S 76.

HOME BUYING

Business: A look ahead. Mr 86.
(Credit and Finance)

When you put up a For Sale sign. S 12.

HOME FEDERAL SAVINGS AND LOAN ASSOCIATION

Industry's hidden dividends.
O 90.

- HOOVER, J. EDGAR**
Bull market in stock and bond thefts, The. Mr 28.
- HOOVER WORLDWIDE CORP.**
One man's theory opens a new door. R. W. Gillman. Ja 84.
- HORNBLOWER & WEEKS-HEMPHILL, NOYES**
Does your firm face a liquidity crisis? D 59.
Forces behind stock market ups and downs. C. Austin Barker. Je 27.
What's in a name? D 24.
- HOROWITZ, LESTER**
Lowering the patent barriers. D 80.
- HOSTILITY**
Hostility - A big expense you can avoid. Dr. Milton Layden. S 54.
- Hostility - A big expense you can avoid. Dr. Milton Layden. S 54.
- HOTEL CORP. OF AMERICA**
Accentuating the positive. Ap 34.
- HOUSING**
Business: A look ahead. N 102.
- HOUSING CONSTRUCTION**
Revolution in housing. My 88.
- HOUSING SHORTAGE**
When you put up a For Sale sign. S 12.
- HOUSTON, LAWRENCE R.**
Uncle Sam's finest. S 34.
- HOUSTON LIGHTING AND POWER CO.**
Profit picture brightens, The. O 34.
- How business can guard against violence. Ag 69.
- How businessmen pitched in to save a city. D 44.
- How do you rate as a manager? Ag 10.
- How millions were tied to the "Cord of the future." Russell DeYoung. Ja 80.
- How not to sell. Ag 33.
- How students see you now. Walter Wingo. My 54.
- How that credit law works. Jl 11.
- How the White House got its management tools. Ag 44.
- How they're hiring higher-ups. S 14.
- How they're rated in the tight races. O 104.
- How to be a tough nice guy. Charles Bisbee. Je 79.
- How to buy or sell a business. N 16a.
- How to drive in winter and stay alive. N 17.
- How to get along with the boss. Ap 12.
- How to make executives behave. Dr. Mortimer R. Feinberg and John J. Tarrant. Ap 72.
- How to pick a PR firm. Ap 12.
- How to save \$1—instead of two bits. My 12.
- How to tell a bad risk. S 16.
- How to win at the bargaining table. Walter Wingo. Fe 38.
- How Wall Street toes its own line. Robert W. Haack. S 26.
- HOWARD, H. H., CORP.**
Accentuating the positive. Ap 34.
- HUDSON BAY MINING AND SMELTING CO., LTD.**
Canada's businessmen shoulder the load. N 69.
- HUDSON, J. L., CO.**
Company builds with a foundation. A. D 20.
- HULL, DR. J. W.**
Industry's hidden dividends. O 84.

HUMAN RESOURCES

Business: A look ahead.

----- N 102.

----- D 82.

HUMBLE OIL & REFINING CO.

Our environment crisis. Gov.

Ronald Reagan. Fe 25.

Huselton, B. C.

Spare hand who went beyond the
dream of Leonardo da Vince, The.
Ja 50.

HYNES, LEONARD

Canada's businessmen shoulder the
load. N 70.

IBM

Lowering the patent barriers.

D 78.

Uphill road to black capitalism, The.

D 64.

IFA

see under INTERNATIONAL
FRANCHISE ASSOCIATION

I. G. A.

see under INDEPENDENT GROCERS
ALLIANCE OF AMERICA

I. MILLER

Those powerful powder
puff executives. N 80.

IRS

see under U. S. INTERNAL REVENUE
SERVICE

IT&T

see under INTERNATIONAL TELE-
PHONE AND TELEGRAPH CO.

If dear old Siwash turns him down.
Mr 12.

If he's hard to get along with, hire him.
Dr. E. G. Shuster. Ag 66.

If you invested \$10,000 in 1950.
O 16.

IKARD, FRANK N.

Environment dilemma, The.
N 50.

ILLINOIS AGRICULTURAL EXPERIMENT STATION

Business: A look ahead. D 82.

ILLINOIS AUTOMOTIVE TRADE ASSOCIATION

Tapping a lode of talent. My 42.

ILLINOIS CENTRAL RAILROAD

Green light for a business speedup.
Ja 27.

ILLINOIS WATER TREATMENT CO.

What's in a name?

D 24.

IMPORTS AND EXPORTS

Business: A look ahead. Ag 74.
(Foreign Trade)

Improbable genius was Mike Owens, An.
Raymon H. Mulford. Ja 96.

In quest of quality products and people.
Lessons of Leadership. Part LVI.
(George Spatta) Ja 35.

In voting on great Americans, business
gets the business. Dr. David L.
Lewis. Mr 88.

INCOME

What's your non-money income?

INDEPENDENT GROCERS ALLIANCE OF AMERICA

Profit picture brightens, The.
O 32.

INDIANA NATIONAL BANK, THE

Accentuating the positive. Ap 34.

INDIVIDUALISM IN MANAGEMENT

If he's hard to get along with, hire him.
Dr. E. G. Shuster. Ag 66.

INDUSTRIAL DEVELOPMENT

Business: A look ahead. N 102.
Industry's hidden dividends.
O 74.

INDUSTRIAL PARKS

Industry's hidden dividends.
O 74.

INDUSTRIAL GROWTH

Business: A look ahead. (Manu-
facturing) Fe 63.

INDUSTRIAL MIGRATION

Business: A look ahead. N 102.

INDUSTRIAL SITES

Business: A look ahead. Ag 74.
(Manufacturing)

Industry answers a Governor's challenge.
N 21.

Industry's hidden dividends.
O 74.

INDUSTRY'S HIDDEN DIVIDENDS

Do's and don't's for wooing industry.
O 92.
Looking like new. O 93.
New towns and industrial parks
change Europe. O 97.

INFLATION

Business issues the new
Congress faces. D 28.
Canada's businessmen shoulder
the load. N 68.
Finland's formula for deflating inflation.
Ag 36.
Growth versus inflation. George P.
Hitchings. Ap 77.
Jolts on the price elevator. Herbert
A. Lewis. My 60.
"Peace dividend" from the Pentagon.
O 40.
Wise way, The. Ag 76.

INFORMATION SCIENCE, INC.

Meet the electronic talent scout.
N 75.

INFOTRONICS, LTD.

Irish eyes are smiling at American
business. Je 28.

INLAND CONTAINER CORP.

Profit picture brightens, The.
O 31.

INLAND STEEL CO.

Business fights pollution—and the
nation profits. Fe 29.
Green light for a business speedup.
Ja 27.

INNER CITY PROGRAMS

Business: A look ahead. (Credit and
Finance) Ja 111.
Woolworth helps give downtown its
ups. Fe 16.

INSECTICIDE

Business: A look ahead.
O 107.

INSITUTE FOR CORPORATE DIVERSIFICATION, LTD.

Corporate aviary, The. Fe 32.

INSTITUTE FOR ORGANIZATION MANAGEMENT

More muscle in business' corner.
O 54

INSTITUTE OF SCRAP IRON & STEEL

Tapping a lode of talent. My 42.

Insulate with a cool \$50 million?
D 41.

INSURANCE

Business: A look ahead. D 82.
Of men and angels. N 104.

INSURANCE CO. OF NORTH AMERICA

Accentuating the positive. Ap 34.
Fighting for bold ideas. Charles K.
Cox. Ja 86.

INSURANCE INDUSTRY

Fighting for bold ideas. Charles K.
Cox. Ja 86.

INTER-AMERICAN ECONOMIC AND SOCIAL COUNCIL

Business: A look ahead. (Foreign
Trade) Fe 62.

INTEREST RATES

Business: A look ahead.
----- Je 82.
----- Ag 74.

International bookkeeping really counts.
William F. Butler. Ag 54.

INTERNATIONAL COMMERCE

Business: A look ahead. J1 58.
(Foreign Trade)
Salesman runs a bank, A. J1 77.

INTERNATIONAL COUNCIL OF SHOPPING CENTERS

Tapping a lode of talent. My 42.

INTERNATIONAL DEVELOPMENT FOUNDATION

Working Jet Set, The. S 50.

INTERNATIONAL ECONOMY

International bookkeeping really counts.
William F. Butler. Ag 54.

INTERNATIONAL FRANCHISE ASSOCIATION

Franchising—it's not all roses.
Ap 16.

INTERNATIONAL GROWTH

Secrets of success: Japan, Inc.
N 12.

INTERNATIONAL HARVESTER CO.

Worst is over, The. J1 28.

INTERNATIONAL MONETARY FUND

Will the dollar be devalued via
the back door? N 98.

INTERNATIONAL MONETARY FUND'S SPECIAL DRAWING RIGHTS

Pressures on the dollar.
Edwin H. Yeo III. D 81.

INTERNATIONAL MONETARY POLICY

New gold crisis? Charles A. Cerami.
My 38.

INTERNATIONAL MONETARY SYSTEM

Pressures on the dollar.
Edwin H. Yeo III. D 81.

INTERNATIONAL PATENT AND TRADEMARK ASSOCIATION

Lowering the patent barriers.
D 80.

INTERNATIONAL PATENT OPERATION, GENERAL ELECTRIC CO.

Lowering the patent barriers.
D 80.

INTERNATIONAL SNOWMOBILE INDUSTRY ASSOCIATION

Business: A look ahead. D 82.

INTERNATIONAL SOCIETY FOR GENERAL SEMANTICS

Looking before your leap. Ja 15.

INTERNATIONAL TAXES

Shot in the arm for our exports.
O 99.

INTERNATIONAL TELEPHONE AND TELEGRAPH CO.

Business: A look ahead. (Foreign
Trade) Ja III.
Corporate giant stresses individuals, A. S 18.

INTERNATIONAL TRADE

Rewards from the Kennedy Round.
James W. Ford. Ja 46.

INTERNATIONAL WATER CORP.

What's in a name?
D 24.

INTERSTATE HIGHWAY SYSTEM

Battle over the driver's dollar. Robert T.
Gray. S 38.
Business: A look ahead. Ag 74.
(Transportation)

Into the barn — and a lofty future.

Dr. Arthur M. Bueche. Ja 74.

INVESTMENT BANKERS ASSOCIATION OF AMERICA

Business: A look ahead. Ag 74.
(Credit and Finance)

INVESTMENT COMPANY INSTITUTE

Business: A look ahead.

----- My 77.

----- S 86.

If you invested \$10,000 in 1950.

O 16.

INVESTMENTS

Eastman employees focus on investment.
N 22.

"INVESTMENTS THAT BEAT INFLATION TO THE PUNCH"

Lost your shirt on Wall Street? S 16.

INVESTORS

Investor's silent partner, The.
Irwin Ross. Je 74.

Investor's silent partner, The. Irwin
Ross. Je 74.

Irish eyes are smiling at American business.
Je 28.

IRON INDUSTRY

Grime doesn't pay, but clean
air does. Fe 15.

IRVING TRUST CO.

Green light for a business speedup.
Ja 27.
Worst is over, The. J1 28.

Is the Government year outdated? Ap 55.

Is youth today really worse? Ja 23.

It all began with the boll weevil. Charles
H. Dolson. Ja 66.

It's a four-wheeled fringe benefit.
Mr 16.

It's his job. O 108.

It's time to plan for those stretched weekends.
S 81.

J

J.F.P. Enterprises. Mr 64.

J&J INDUSTRIES, INC.
Industry's hidden dividends.
O 79.

JACKSON, THOMAS W.
Meet the electronic talent scout.
N 74.

JAPAN
Business: A look ahead.
O 107.
Pressures on the dollar.
Edwin H Yeo III. D 81.
Secrets of success: Japan, Inc.
N 12.

JAPAN AIR LINES
Going to Expo 70? Je 11.

JAPANESE EXPORTS
Business: A look ahead. Ag 74.
(Foreign Trade)

JARRELL, JAY
Meet the electronic talent scout.
N 74.

JEFFREY, HARRY
What foremen want in their Yule socks
D 14.

JENNINGS, PAUL
Men in line to succeed Meany, The.
My 68.

JENSEN JULIUS R.
Industry's hidden dividends: looking
like new. O 94.

Jim Walter Corp. S 76.

JOB PLACEMENT
Helping hand for the displaced exec.
N 12.

JOB REFERRAL
Business: A look ahead. N 102.

JOB SAFETY
At issue: A fair approach to job safety.
S 47.

JOB SWITCHING

Case of the lost executive, The.
J. Martin Seidenfeld, Ph.D.
Mr 68.

JOB TRAINING

Tangling with the manpower tangle.
Fe 64.
Tapping a lode of talent. My 42.

JOBS

Opening a new horizon. Mr 90.

John Volpe's drive to keep America
moving. Ap 40.

JOHNS-MANVILLE CORP.

Business fights pollution—and the
nation profits. Fe 29.
Green light for a business speedup.
Ja 27.

JOHNSON CITY AREA INDUSTRIAL COMMISSION

Industry's hidden dividends.
O 86.

JOHNSON CITY, TENN.

Industry's hidden dividends.
O 86.

JOHNSON CITY'S SCIENCE HILL HIGH SCHOOL

Industry's hidden dividends.
O 86.

JOHNSON, JR., HARVEY N.

Organized citizens vs. organized crime
N 32.

Johnson, Jimmy D., and Miller, Robert W.
Corporate Ambassadors to Washington.
Jl 44.

JOHNSTON, EDWARD E.

Why businessmen serve in Wash-
ington. Mr 36.

JONES, THOMAS R.

Industry's hidden dividends.
O 76.

JUNIOR SCHOLASTIC

Maurice Robinson of Scholastic
Magazines, Inc. D 54.

JURY VERDICT RESEARCH, INC.

Facing a big-name legal eagle. My 15.

Just the ticket for a training film.
My 18.

K

KAISER STEEL CORP.

Our environmental crisis. Gov.
Ronald Reagan. Fe 25.

KALB, VOORHIS & CO.

When the paddy wagon pulls up to
the door. Fe 13.

KALIKOW, MARTIN

Lowering the patent barriers.
D 80.

KAYE, MURRAY

Company thrives on a
bureaucratic by-product.
O 18.

Kaye, William G.

Take in a new partner—the consumer.
Fe 54.

KEARNEY, A. T., & CO., INC.

Caught in a salary squeeze? Ja 16.

KEARNS, HENRY

Salesman runs a bank. A. J1 77.

KEENE PRODUCTS, INC.

Accentuating the positive. Ap 34.

Keep an eye on the IRS. J1 39.

Keeping in touch during a walkout. S 18.

Keeping in touch with your electronic brain.
My 16.

KELLEY, ROGER T.

Why businessmen serve in Wash-
ington. Mr 36.

KEMPER INSURANCE CO.

Accentuating the positive. Ap 34.

KENNECOTT COPPER CORP.

Mountain that became the "Richest
hole on earth." A. Frank R. Milliken.
Ja 88.

KENNEDY, DAVID M. - SECT. OF TREASURY

Insulate with a cool \$50 million?
D 41.
Shot in the arm for our exports.
O 99.

KENNEDY ROUND

Rewards from the Kennedy Round.
James W. Ford. Ja 46.

KENNEDY, SEN. EDWARD

Of men and angels. N 104.

Key to success: A scrub pall. Bert S.
Cross. Ja 90.

Kids our high schools forget, The.

Je 70.

KIMBERLY-CLARK CORP.

Guidance for those who guide.
Mr 20.

KIRKLAND, LANE

Men in line to succeed Meany, The.
My 68.

KIWI POLISH CO. OF THE U. S. A.

Accentuating the positive. Ap 34.

KLASSEN, TED

Why businessmen serve in Wash-
ington. Mr 36.

KNAUER, VIRGINIA

Virginia Knauer: What she tells the
President about consumers. Robert T.
Gray. J1 34.

Know your company's recruiting program?
Ja 16.

Koch Industries, Inc. Fe 48.

KOHN, AARON M.

Organized citizens vs. organized crime
N 31.

KORF INDUSTRIE UND HANDEL OF WESTERN GERMANY

Industry's hidden dividends.
O 75.

KRAUS REPRINT AND PERIODICALS COMPANIES

Stockpile of knowledge, A. Ag 10.

KUTNER, DAVID H.

Industry's hidden dividends.
O 86.

L

LCP ASSOCIATES, INC.

When your firm is making a move.
N 16.

LA GASSE, ALFRED

More muscle in business' corner.
O 55.

LA SALLE NATIONAL BANK

Green light for a business speedup.
Ja 27.
Profit picture brightens, The.
O 31.
Worst is over, The. JI 28.

LABOR

Business issues the new
Congress faces. D 28.
Canada's businessmen shoulder
the load. N 68.

LABOR LAWS

Clearing the air. My 92.

LABOR—MANAGEMENT RELATIONS

How to win at the bargaining table.
Walter Wingo. Fe 38.
What you should know. Fe 41.

LABOR UNIONS

Changes ahead in Washington's labor policies
S 69.
Hard going for unions. Mr 12.
How to win at the bargaining table.
Walter Wingo. Fe 38.

Lahiff, Dr. James M.

Campus is not all thorns for business,
The. My 59.

LAIRD, MELVIN - SECT. OF DEFENSE

Business issues the new
Congress faces. D 27.
"Peace dividend" from the Pentagon.
O 40.

LAIRD, WILSON M.

Environment dilemma, The.
N 55.

LAMBERT, PRESTON

Uphill road to black capitalism, The.
D 65.

LAMONT GEOLOGICAL OBSERVATORY

Business: A look ahead. (Natural
Resources) Ja 110.

LAND RECLAMATION

Returning beauty to the land. Ja 19.

LANGNER, PARRY, CARD & LANGNER.

Lowering the patent barriers.
D 80.

Lashley, William A.

Getting on the route to corporate
health. Ja 98.

LATHEM TIME RECORDER CO.

Profit picture brightens, The.
O 34.

LATIN AMERICA

Business: A look ahead. (Foreign
Trade) Fe 62.

LAW AND ORDER

British Judge asks, A: What good
is freedom without law and order?
Fe 37. (Regional)
Love letter to the law. Mr 19.

LAW ENFORCEMENT OF CHATTANOOGA HAMILTON COUNTY, INC.

Organized citizens vs. organized crime
N 32.

LAWRENCE, HARDING

Those powerful powder
puff executives. N 81.

LAWRENCE, MARY WELLS

Those powerful powder
puff executives. N 80.

LAWYERS

Facing a big-name legal eagle. My 15.

LAWYERS AND ATTORNEYS

Soaking up law at leisure. JI 13.

Layden, Milton, Dr.

Hostility - A big expense you can avoid.
S 54.

Learning the score on the Peace Corps.
JI 11.

LEFT-RIGHT FESTIVAL OF LIBERATION

How students see you now. Walter
Wingo. My 54.

LEHIGH VALLEY INDUSTRIES, INC.

Profit picture brightens, The.
O 32.

Lenher, Samuel

Encourage the seeker — and find
Nylon. Ja 68.

LESSONS OF LEADERSHIP

Better insight into employees' attitudes, A.
Part LXIV. (Birny Mason) S 61.
Diversification in a career—and in
a company. Part LVIII. (Walter
Finke) Mr 46.
F. Ritter Shumway of Sybron Corp.
Part LX. My 49.
In quest of quality products and
people. Part LVI. (George Spatta)
Ja 35.

Making a splash in the U. S. market.

Part LXII. (Eric Drake) JI 63.

Making corporate marriages work.

Part LIX. (Kendrick R. Wilson)

Ap 62.

Maurice Robinson of Scholastic Magazine, Inc. Part LXVII.

D 54.

Reaching the front rank on a "good set o wheels." Part LXI. (Clifford Siverd) Je 58.

Robert W. Prescott of Flying

Tiger Line. Part LXV.

O 65.

Speaking up for helping out. Part

LVII. (Walter H. Wheeler) Fe 73.

To the heights via management in depth

Part LXIII. (Neil H. McElroy) Ag 59.

W. Thomas Rice of Seaboard

Coast Line. Part LXVI.

(W. Thomas Rice) N 61.

LETTER-WRITING

Your right to write. Ap 80.

LETTERWRITING — COST

Saying "Dear Sir" now costs

\$3.05. Fe 12.

Letting the genie out of the bottle. Charles

W. Adams. Ja 64.

LEVER BROTHERS CORP.

Our environment crisis. Gov.

Ronald Reagan. Fe 25.

LEVI STRAUSS AND CO.

Uphill road to black capitalism. The.

D 61.

Lewis, Dr. David L.

In voting on great Americans,

business gets the business. Mr 88.

Lewis, Herbert A.

Jolts on the price elevator. My 65.

"LIBERAL"

What's in a name?

D 24.

LIBERTY INDUSTRIAL PARK

Industry's hidden dividends.

O 76.

Life begins at 40 — for a corporation.

John O. Nicklis. Ja 100.

LIFE INSURANCE AGENCY MANAGEMENT ASSOCIATION

College costs still climb. Je 10.

LIFE INSURANCE INDUSTRY

Willingness to innovate. A. Charles

W. V. Meares. Ja 94.

Like riding a sub. John Costello. S 12.

Like to do business in Thailand?

Mr 14.

Limit Supreme Court terms? Ap 25.

LINDENWOLD LINE

Riding high on the Lindenwold Line.

D 71.

LIPPER, ARTHUR, CORP.

Picking a mutual fund. My 14.

When the paddy wagon pulls up to the door. Fe 13.

LIQUIDITY

Does your firm face a

liquidity crisis? D 59.

LIQUOR

Big market for bourbon barrels.

Je 11.

LIQUOR GIFT SERVICE, INC.

Now it's whiskey by wire.

D 12.

Little Red Hen (Revisited). Doug Smith.

J1 32.

LITTON INDUSTRIES

How the White House got its management tools. Ag 44.

Those powerful powder puff executives. N 82.

LLOYD, J. SAXTON

Industry's hidden dividends.

O 80.

LOANS AND LENDING

Business: A look ahead. Ag 74.

(Credit and Finance)

LOCKHEED AIRCRAFT CORP.

Business: A look ahead. Je 82.

(Manufacturing)

Business fights pollution—and the nation profits. Fe 29.

Green light for a business speedup. Ja 27.

LONDON GOLD POOL

Pressures on the dollar.

Edwin H. Yeo III. D 81.

LONE STAR STEEL CO.

Square, or foursquare for his country? D 19.

LONG ISLAND LIGHTING CO.

Business fights pollution—and the nation profits. Fe 29.

Look at the next five years, A. Donald R. Burrus. S 73.

Looking before your leap. Ja 15.

Looking like new.
Industry's hidden dividends.
O 93.

Lost your shirt on Wall Street? S 16.

Louviere, Vernon

Panorama of the nation's business.

----- Ja 19.

----- Fe 15.

----- Mr 19.

----- Ap 19.

----- My 17.

----- Je 13.

----- Jl 13.

----- Ag 13.

----- S 17.

----- O 17.

----- N 21.

----- D 19.

Love letter to the law. Mr 19.

LOW, JAMES P.

More muscle in business' corner.
O 54.

LOW-SKILLED WORKERS

Opening a new horizon. Mr 90.

Lowering the patent barriers
D 78.

LUFKIN, HAROLD A.

What's in a name?
D 24.

LUKENS STEEL CO.

Green light for a business speedup.
Ja 27.

Lull, Robert A.

Par will help your business score,
A. Ad 39.

LUMBER INDUSTRY

Business: A look ahead. Je 82.

LYONS, JR., JOHN HENRY

Men in line to succeed Meany, The.
My 68.

M

MESBIC

see under MINORITY ENTERPRISE
SMALL BUSINESS INVESTMENT
COMPANY

MC CAHEY, HUGH

More muscle in business' corner.
O 54.

MC CALL, GOV. TOM

Industry answers a Governor's
challenge. N 21

MC CRACKEN, HERB

Maurice Robinson of Scholastic
Magazines, Inc. D 57.

MC DERMOTT, FRANK X.

Higher taxes at the state level?
D 39.

MACDONALD, DONALD

Canada's businessmen shoulder
the load. N 70.

MCELROY, NEIL H.

To the heights via management in depth.
Lessons of Leadership. Part LXIII.
Ag 59.

MC GAUGHEY, DONALD C.

Lowering the patent barriers.
D 80.

MCGOVERN, JAMES L.

Organized citizens vs. organized crime.
N 32.

MAC GREGOR, ROBERT W.

Company builds with a foundation, A.
D 20.

MACK TRUCKS, INC.

Profit picture brightens, The.
O 32.

MC KISSICK, JR., HOWARD F.

Higher taxes at the state level?
D 38.

MCLEAN, JOHN

Continental Oil's symbol success. N 21.

MC LEAN, JOHN G.

Environment dilemma, The.
N 57.

MCLEAN TRUCKING CO.

Dramatic change in course for shipping,
A. My 77.

MAC NAUGHTON, DONALD S.

How businessmen pitched in to
save a city. D 45.

MACY, R. H., & CO., INC.

Green light for a business speedup.
Ja 27.

MACY, R. H., & CO., INC.

Profit picture brightens, The.

O 32.

Worst is over, The. JI 28.

MADISON FUND INVESTMENT CO.

Green light for a business speedup.

Ja 27.

MAGAZINE PUBLISHERS ASSOCIATION

Maurice Robinson of Scholastic

Magazines, Inc. D 54.

MAHON, GEORGE

Where's the money coming from?

O 28.

MAINE STATE CHAMBER OF COMMERCE

Higher taxes at the state level?

D 40.

MAIR, ANDREW J.

Business: A look ahead.

O 107.

Major break for a minority member, A.

Mr 58.

Major in English—or engineering? Ag 10.

Making a business out of Mr. Bell's

invention. Charles E. Wampler.

Ja 48.

Making a splash in the U. S. market. Lesson

of Leadership. Part LXII. (Eric Drake)

JI 63.

Making corporate marriages work.

Lessons of Leadership. Part LIX.

(Kendrick R. Wilson) Ap 62.

Making it easier to make a move. JI 13.

Making of a company president, The.

N 78.

Malcuit, Stanley V.

Protection can be dangerous.

Fe 47.

MANAGEMENTS

Are middle managers useless?

O 14.

Seven ways to turn off turnover.

O 58.

"Work the pants off him."

O 15.

MANAGEMENT ACCOUNTING

How to save \$1—instead of two bits.

My 12.

MANAGEMENT CENTER OF CAMBRIDGE

Feeling the pinch. Ag 12.

MANAGEMENT COMPENSATION

Executive pay - a time of dramatic

change. N 89.

MANAGEMENT CONSULTANT

Helping hand for the displaced exec.

N 12.

Those management advice fees.

Mr 12.

MANAGEMENT EVALUATION

What is your company really

worth? D 77a.

MANAGEMENT RESEARCH CENTER

U. S. executives vs. Asians and

Europeans. My 14.

"Management '70s Task Force"

Industry answers a Governor's challenge

N 21.

"MANAGEMENT TRAINING BY OBJECTIVES"

Sensitivity training irritates dean. S 12.

MANAGERS

If he's hard to get along with, hire him.

Dr. E. G. Shuster. Ag 66.

MANPOWER, INC.

Generating goodwill toward the young.

Ag 13.

MANPOWER

Tangling with the manpower tangle.

Fe 64.

MANSFIELD, MIKE - SENATE MAJORITY LEADER

Business issues the new Congress

faces. D 26.

Memo from the Editor. D 7.

MANUFACTURING

Business: A look ahead.

----- My 77.

----- O 106.

----- N 103.

----- D 82.

MARATHON OIL CO.

What's in a name?

D 24.

MARCHBANKS, J. L.

Business bridges a government

gap. O 17.

MARIJUANA

Should marijuana penalties be lightened? Fe 21.
Sparks fly over "pot." Mr 24.

MARINE OFFICE-APPLETON & COX CORP.

Before casting off, chart your course.
N 16a.

MARITIME TRANSPORTATION RESEARCH BOARD

Dramatic change in course for shipping.
A. My 77.

MARKETING

Business: A look ahead.
----- Ja 111.
----- Ag 74.
----- O 106.
----- D 83.

MARKETING SURVEY AND RESEARCH

Corp.
Save billions on salesmen. O 14.

MARKLEY, RODNEY W., JR.

Corporate Ambassadors to Washington.
Robert W. Miller and Jimmy D. Johnson.
Jl 44.

MARLAND OIL CO.

Continental Oil's symbol success.
N 21.

MARRIOTT CORP.

Worst is over, The. Jl 28.

MARSHFIELD BOOK & STATIONERY, INC.

What's in a name?
D 24.

MASON AND DIXON LINES, THE

Green light for a business speedup.
Ja 27.

MASON, BIRNY

Better insight into employees' attitudes, A.
Lessons of Leadership. Part LXIV. S 61.

MASONITE CORP.

Accentuating the positive. Ap 34.

MASS TRANSIT SYSTEMS

Riding high on the Lindenwold Line.
D 71.

MASSACHUSETTS MUTUAL LIFE INSURANCE CO.

Accentuating the positive. Ap 34.

MASTER OF BUSINESS ADMINISTRATION

Track record for M.B.A.'s Ap 16.

MASTER PRODUCTS CO., THE

Worst is over, The. Jl 28.

Matamoros, A. G.

What hangs in balance on budgets? Jl 82.

MATSON NAVIGATION CO.

Dramatic change in course for shipping.
A. My 77.

Matter of life or death, A. N 28.

Maurice Robinson of Scholastic

Magazines, Inc. Lessons
of Leadership. Part LXVII.
D 54.

MAYER, DAVID

Save billions on salesmen.
O 14.

MAYO, ROBERT P.

Where's the money coming from?
O 28.
Why businessmen serve in Wash-
ington. Mr 36.

Mead, Emerson E.

Take-over attempt was the turning
point, A. Ja 106.

MEANY, GEORGE

Men in line to succeed Meany, The.
My 68.

Meares, Charles, W. V.

Willingness to innovate, A. Ja 94.

MEASUREMENT STANDARDS

Science takes a problem's measure.
Mr 75.

Meet Harry the hoarder. Je 11.

Meet the electronic talent scout.
N 74.

MEIRIEL SIEBERT, INC.

Those powerful powder
puff executives. N 86.

Memo from the Editor

----- Ja 9.
----- Fe 7.
----- Mr 7.
----- Ap 7.
----- My 7.
----- Je 7.
----- Jl 5.
----- Ag 5.
----- S 7.
----- O 7.
----- N 7.
----- D 7.

Men in line to succeed Meany, The.
My 68.

MENSWEAR RETAILERS OF AMERICA
Tapping a lode of talent. My 42.
Uphill road to black capitalism, The.
D 61.

MENNINGER FOUNDATION
Why executives flame out. Je 50.

MERGERS AND ACQUISITION
What is your company really worth?
D 77.

MERRIAM, WILLIAM R.
Corporate Ambassadors to Washington.
Robert W. Miller and Jimmy D. Johnson.
Jl 44.

MERRILL LYNCH, PIERCE,
FENNER & SMITH, INC.
Those powerful powder puff
executives. N 82.

METRIC SYSTEM
Business: A look ahead.
O 107.
Should we switch to meters and
kilograms? My 21.
Take me to your liter. Je 18.

METROPOLITAN ATLANTA COMMISSION
ON CRIME.
Organized citizens vs. organized crime.
N 32.

METROPOLITAN CRIME COMMISSION OF
NEW ORLEANS
Organized citizens vs. organized crime
N 31.

METZENBAUM, HOWARD
'76 campaign, The: Battle for Congress
Ag 18.

MEYER, EUGENE
Those powerful powder
puff executives. N 87.

MICHALSON, A. W.
What's in a name?
D 24.

MICHIGAN AUTOMOBILE DEALERS
ASSOCIATION
Tapping a lode of talent. My 42.

MICHIGAN GENERAL CORP.
Profit picture brightens, The.
O 31.

MIDDLE MANAGEMENT
Are middle managers useless?
O 14.

Midi, mini and pants suits.
D 14.

MIDLAND - ROSS CORP.
MIDREX DIVISION.
Industry's hidden dividends.
O 75.

MILLER, EDWARD B.
Changes ahead in Washington's labor policies?
S 69.

MILLER, JR., HERBERT W.
How businessmen pitched in to
save a city. D 45.

Miller, Robert W., and Johnson, Jimmy D.
Corporate Ambassadors to Washington.
Jl 44.

Milliken, Frank R.
Mountain that became the "Richest
hole on earth." A. Ja 88.

MILLS PRODUCTS, INC.
Worst is over, The. Jl 28.

MINERAL RECYCLING
Business: A look ahead. N 103.

MINING INDUSTRY
Mountain that became the "Richest
hole on earth." A. Frank R. Milliken.
Ja 88.

MINNESOTA MINING AND MANUFACTUR-
ING CO.
Key to success: A scrub pail. Bert
S. Cross. Ja 90.
Worst is over, The. Jl 28.

MINORITY BUSINESS ENTERPRISE
Helping them get a "piece of the
action." Rocco C. Siciliano.
Mr 56.

MINORITY CAPITALISM

Uphill road to black capitalism, The.
D 61.

MINORITY ENTERPRISE

Uphill road to black capitalism, The.
D 60.

MINORITY ENTERPRISE SMALL BUSINESS INVESTMENT CO.

Helping them get a "piece of the action. Rocco C. Siciliano. Mr 56.
Uphill road to black capitalism, The.
D 62.

MINORITY-GROUP HIRING

Business: A look ahead. Ap 70.
(Manufacturing)
Opening doors to opportunity. Ap 48.
Tangling with the manpower tangle.
Fe 64.
Tapping a lode of talent. My 42.

MISSOURI-KANSAS TEXAS RAILROAD CO.

Profit picture brightens, The.
O 32.

MISSOURI STATE CHAMBER OF COMMERCE

Higher taxes at the state level?
D 40.

MITCHELL, JOHN N.

Tide is turning against crime, The.
Je 32.

MOBIL OIL CORP.

Uphill road to black capitalism, The.
D 65.

MOBILE HOMES

Business: A look ahead. Ag 74.
(Construction)

MOBLEY, EDWARD

Industry's hidden dividends.
O 76.

MONDAY HOLIDAYS

It's time to plan for those stretched weekends. S 81.

MONEY

Insulate with a cool \$50 million?
D 41.

Pressures on the dollar.

Edwin H. Yeo III. D 81.

Will the dollar be devalued via the back door? N 98.

Money makes the mare go. Mr 16.

MONONGAHELA POWER CO.

Morgantown, W. Va.
Subsidiary of Allegheny Power Systems, Inc. (Illustration)
N 51.

MONTANA - DAKOTA UTILITIES CO.

What's in a name? D 24.

MONTANA STATE CHAMBER OF COMMERCE

Higher taxes at the state level?
D 40.

Moon program's business brain trust,
The. Evert Clark. My 32.

More muscle in business' corner.

O 54.

MORRIS, GEORGE N.

Does your firm face a liquidity crisis? D 59.

MORRIS MACHINE WORKS

What's in a name?
D 24.

Morrow, Wilmer B.

Industry answers Governor's challenge
N 21.

MORTON, ROGERS, REPRESENTATIVE

'70 campaign, The: Battle for Congress
Ag 18.

MOSBACHER, JR., EMIL "BUS"

Why businessmen serve in Washington. Mr 36.

Moseman, Verne R.

Brother, you can spare the time.
Fe 84.

Most wanted managers. John Costello.

Ja 15.

Motley, Arthur H.

Truth doesn't really hurt, The.
Ap 79.

MOTOROLA COMMUNICATIONS AND ELECTRONICS, INC.

Business: A look ahead. Jl 58.
(Marketing)

Love letter to the law. Mr 19.

MOTTERN, THOMAS C.

Industry's hidden dividends.

O 88.

Mountain that became the "Richest hole on earth," A. Frank R. Milliken. Ja 88.

MOVING

Making it easier to make a move. Jl 13.

When your firm is making a move.

N 16.

MOVING EXPENSES

Those executive fringe benefits. Je 11.

MOYNAHAN, JOHN, & CO., INC.

How to pick a PR firm. Ap 12.

Mulford, Raymon H.

Improbable genius was Mike Owens,

An. Ja 96.

MUNSINGWEAR, INC.

Accentuating the positive. Ap 34.

Profit picture brightens, The.

O 32.

MUSKIE, SEN. EDMUND S.

Environment dilemma, The.

N 56.

MUTUAL BROADCASTING CORP.

Accentuating the positive. Ap 34.

MUTUAL FUNDS

Business: A look ahead.

----- My 77.

----- S 86.

If you invested \$10,000 in 1950.

O 16.

Picking a mutual fund. My 14.

When the paddy wagon pulls up to

the door. Fe 13.

MYERS, ROBERT J.

Runaway expansion of Social

Security? Mr. 60.

N

NASA

see under NATIONAL AERONAUTICS
AND SPACE ADMINISTRATION

NEA

see under NATIONAL EMPLOYMENT
ASSOCIATION

NLRB

see under NATIONAL LABOR RELATIONS
BOARD

NMR

see under NATIONAL MANPOWER
REGISTER OF NEW YORK

NTA

Business: A look ahead. D 83.

NYSE

see under NEW YORK STOCK EXCHANGE

Name the 10 greatest men of American
business. S 52.

----- O 52.

NASHVILLE BANNER

Business fights pollution—and the
nation profits. Fe 29.

NASHUA CORP.

Green light for a business speedup.

Ja 27.

Worst is over, The. Jl 28.

NATHANSON, GEOFFREY M.

Dynamic growth companies: Pioneer
Systems, Inc. O 37.

**NATIONAL AGRICULTURE CHEMICALS
ASSOCIATION**

Business: A look ahead. My 77.
(Agriculture)

NATIONAL AIRLINES

Accentuating the positive. Ap 34.

**NATIONAL ACADEMY OF SCIENCES'
BUILDING RESEARCH INSTITUTE**

Business: A look ahead. Mr 87.
(Construction)

**NATIONAL AERONAUTICS AND SPACE
ADMINISTRATION**

Moon program's business brain trust,
The. Evert Clark. My 32.

**NATIONAL ASSOCIATION OF CITIZENS
CRIME COMMISSION**

Organized citizens vs. organized crime,
N 31.

**NATIONAL ASSOCIATION OF CREDIT
MANAGEMENT**

How to tell a bad risk. S 16.

NATIONAL ASSOCIATION OF FLEET ADMINISTRATORS, INC.

It's a four-wheeled fringe benefit.
Mr 16.

NATIONAL ASSOCIATION OF FOOD CHAINS

Business: A look ahead. (Marketing) Fe 62.

NATIONAL ASSOCIATION OF STATE DEVELOPMENT AGENCIES

Industry's hidden dividends: do's and don't's for wooing industry.
O 92.

NATIONAL ASSOCIATION OF WHOLESALE DISTRIBUTORS

Business: A look ahead. N 102.

NATIONAL AUTOMOBILE THEFT BUREAU

You can stall car and truck thieves.
Jl (Regional).

NATIONAL BANK OF NORTH AMERICA

Speakers—an asset to a bank. My 16.

NATIONAL BUREAU OF STANDARDS

Science takes a problem's measure.
Mr 75.

NATIONAL CANNERS ASSOCIATION

Business: A look ahead. (Agriculture) Fe 63.

NATIONAL CASH REGISTER CO., THE

Self-service rings up a billion dollar sale. Robert S. Oelman. Ja 92.
Worst is over, The. Jl 28.

NATIONAL CITY BANK OF CLEVELAND

Green light for a business speedup.
Ja 27.

NATIONAL CIVIL SERVICE LEAGUE

Uncle Sam's finest. S 34.

NATIONAL CONFERENCE OF STATE LEGISLATIVE LEADERS

Higher taxes at the state level?
Statehouses go modern, The. My 24.

NATIONAL CONSUMER FINANCE ASS.

Business: A look ahead. N 103.
More muscle in business' corner.
O 56.
Tapping a lode of talent. My 42.

NATIONAL EMPLOYMENT ASSOCIATION

Meet the electronic talent scout.
N 76.

NATIONAL FOREST PRODUCTS ASSOCIATION

Business: A look ahead. D 83.

NATIONAL FOUNDATION FOR CONSUMER CREDIT, INC.

How that credit law works. Jl 11.

NATIONAL HEALTH INSURANCE

Business: A look ahead. D 82.

NATIONAL HEALTH INSURANCE PLAN

Of men and angels. N 104.

NATIONAL HOME EXCHANGE

When you put up a For Sale sign. S 12.

NATIONAL INDUSTRIAL CONFERENCE BOARD

More muscle in business' corner.
O 54.

NATIONAL LABOR RELATIONS BOARD

Changes ahead in Washington's labor policies?
S 69.
How to win at the bargaining table.
Walter Wingo. Fe 38.

NATIONAL LEGISLATIVE CONFERENCE, THE

Statehouses go modern, The. My 24.

NATIONAL MANAGEMENT REGISTER

How they're hiring higher-ups. S 14.

NATIONAL MANPOWER REGISTER OF NEW YORK

Meet the electronic talent scout.
N 74.

NATIONAL METRIC STUDY CONFERENCE ON CONSTRUCTION

Business: A look ahead.
O 107.

NATIONAL NEWARK & ESSEX BANK

How businessmen pitched in to save a city. D 45.

NATIONAL PERSONNEL ASSOCIATES

Meet the electronic talent scout.
N 74.

NATIONAL PLANNING ASSOCIATION

Business: A look ahead. N 102.

NATIONAL SAFETY COUNCIL

At issue: A fair approach to job safety.
S 47.

NATIONAL SECRETARIES ASSOCIATION

Do you drive your secretary
up the wall? D 50.

NATIONAL TIRE DEALERS AND RETREADERS ASSOCIATION

Old tires: a new lure for fish.
O 18.

NATURAL ENVIRONMENT

Defusing the environment issue. S 72A.

NATURAL GAS

Business: A look ahead.

----- Fe 63.

----- Ag 74.

NATURAL GAS VEHICLES, INC.

Business: A look ahead. (Natural
Resources) Fe 63.

NATURAL RESOURCES

Business: A look ahead.

----- S 86.

----- O 107.

----- M 103.

----- D 83.

Defusing the environment issue. S 72A.

NEGRO ENTERPRISE

Business: A look ahead. Je 82.
(Marketing)

NEGROES

Opening doors to opportunity. Ap 48.

NEIGHBORHOOD DEVELOPMENT PRO- GRAM

Business: A look ahead. (Construc-
tion) Fe 62.

"NEUROTIC'S GUIDE TO SANE LIVING, A." Standing taller—among the fallen. Ag 10.

Never resetting the clock. Jl 18.

Nevins, Allan

Riding the Model T to mass production.
Ja 72.

New company president: ten steps
to failure. The. D 66.

NEW ENGLAND INDUSTRIAL CENTER

Industry's hidden dividends: looking
like new. O 94.

NEW ENGLAND NATURAL RESOURCES CENTER

Defusing the environment issue. S 72A.

New Gay Nineties. The. John Costello.
Ag 10.

New gold crisis? Charles A. Cerami.
My 38.

NEW JERSEY BELL TELEPHONE

How businessmen pitched in to
save a city. D 47.

NEW JERSEY MOTOR TRUCK ASSOCIATION

Tapping a lode of talent. My 42.

New tool for cutting Government costs.
Rep. Chet Holifield. Fe 58.

New towns and industrial parks
change Europe. Industry's
hidden dividends. O 97.

NEW YORK CHAMBER OF COMMERCE

Drug abuse is your headache, too.
N 38.

NEW YORK LIFE INSURANCE CO.

Those powerful powder
puff executives. N 85.
Willingness to innovate, A. Charles
W. V. Meares. Ja 94.

NEW YORK STOCK EXCHANGE

How Wall Street toes its own line. Robert W.
Haack. S 26.

Those powerful powder puff executives.
N 86.

NEWARK CHAMBER OF COMMERCE

How businessmen pitched in to
save a city. D 48.

NEWARK MANPOWER TRAINING SKILLS CENTER

Tapping a lode of talent. My 42.

NEWARK, NEW JERSEY

How businessmen pitched in to save
a city. D 44.

NEWMAN, HENRY L.

Uncle Sam's finest. S 34.

NEWS

Truth doesn't really hurt. The.
Arthur H. Motley. Ap 79.

NEWSWEEK MAGAZINE

Those powerful powder
puff executives. N 87.

NEWTON MANUFACTURING CO.

What's in a name?

D 24.

NICHOLS, AUSTIN, & CO., INC.

Worst is over, The. J1 28.

Nicklis, John O.

Life begins at 40 — for a corporation.

Ja 100.

1776, AMERICAN REVOLUTION

When businessmen sparked a revolution.

Sterling G. Slaphey. J1 52.

NINETY - SECOND CONGRESS

Business issues the new

Congress faces. D 26.

NIXON DOCTRINE

"Peace dividend" from the Pentagon.

O 40.

NIXON, RICHARD M.

Square, or foursquare for

his country? D 19.

Supreme Court already has changed,

The. Je 66.

Non-best seller from Boston, A. Je 11.

NORTH AMERICAN ROCKWELL CORP.

Industry's hidden dividends.

O 75.

New company president: ten steps

to failure, The. D 66.

NORTH ELECTRIC CO.

Industry's hidden dividends.

O 88.

NORTHEAST UTILITIES CO.

Defusing the environment issue. S 72A.

NORTHWEST INDIANA CRIME COMMISSION

Organized citizens vs. organized crime.

N 33.

NORTHWESTERN MUTUAL LIFE

INSURANCE CO.

Profit picture brightens, The.

O 32.

NORTHWESTERN STEEL & WIRE CO.

Accentuating the positive. Ap 34.

NORTON, PAUL A.

Those powerful powder

puff executives. N 85.

Not shooting Santa Claus.

D 12.

Now it's whiskey by wire.

D 12.

O

OIC

see under OPPORTUNITIES
INDUSTRIALIZATION CENTER

OPTO

see under OPPORTUNITY THROUGH
OWNERSHIP CORP.

OAKLAND TRIBUNE

Green light for a business speedup.

Ja 27.

OCEAN SHIPPING

Dramatic change in course for

shipping, A. My 77.

OCEAN SPRAY CRANBERRIES INC.

Profit picture brightens, The.

O 32.

O'CONNOR RODERICK F.

Industry's hidden dividends.

O 79.

Oelman, Robert S.

Self-service rings up a billion dollar

sale. Ja 92.

Of men and angels. N 104.

OFFICE EQUIPMENT INDUSTRY

see under BUSINESS MACHINES
INDUSTRY

OFFICE OF CONSUMER AFFAIRS

Virginia Knauer: What she tells the

President about consumers. Robert T.

Gray. J1 34.

OFFICE OF MANAGEMENT AND BUDGET

How the White House got its management

tools. Ag 44.

OGILVIE, GOV. RICHARD B.

Organized citizens vs. organized

crime. N 33.

OHIO CITIZENS TRUST CO.

Business fights pollution—and the

nation profits. Fe 29.

Green light for a business speedup.

Ja 27.

OIL INDUSTRY

Fine feelings about a refinery.
Fe 15.
Koch Industries, Inc. Fe 48.
Poker game where the talk was the pay-
off, A. E. D. Brockett. Ja 82.

OKAMOTO, YOICHI - PHOTOGRAPHER

Those powerful powder puff
executives. N 88.

O'KEEFE, BERNARD J.

Uphill road to black capitalism, The.
D 62.

OKLAHOMA GAS & ELECTRIC CO.

Worst is over, The. JI 28.

OLD AGE BENEFITS

Runaway expansion of Social
Security? Mr 60.

OLD COLONY TRUST CO.

Non-best seller from Boston, A.
Je 11.

Old tires: a new lure for fish.

O 18.

OLDER GENERATION

Where parents didn't fail. D 20.

OLIN CORP.

Environment dilemma, The.
N 55.

On the ball with the ball - point. D 72.

One man's theory opens a new door.
R. W. Gillman. Ja 84.

One step too many. Mr 96.

Open and shut cases. Ag 16.

Opening a new horizon. Mr 90.

Opening doors to opportunity. Ap 48.

OPPORTUNITIES INDUSTRIALIZATION CENTER, INC.

Opening doors to opportunity. Ap 48.

OPPORTUNITY THROUGH OWNERSHIP CORP.

Uphill road to black capitalism, The.
D 62.

OPTICAL SYSTEMS CORP.

Dynamic growth companies: Pioneer
Systems, Inc. O 37.

OREGON

Industry answers a Governor's
challenge. N 21.

Organized citizens vs. organized crime. N 31.

ORGANIZED CRIME

What Congress is doing about crime.
Ja 42.

OTIS ELEVATOR CO.

Profit picture brightens, The.
O 31.

Our environment crisis. Gov. Ronald Reagan. Fe 25.

Our longest-lived companies. JI 56.

OVERNITE TRANSPORTATION CO.

Accentuating the positive. Ap 34.

OWENS - CORNING FIBERGLAS CORP.

Athletes score with youngsters. N 22.
Business: A look ahead. Mr 86.
(Manufacturing)

OWENS-ILLINOIS, INC.

Improbable genius was Mike Owens,
An. Raymon H. Mulford. Ja 96.

P

PACIFIC LIGHTING SYSTEM

Business: A look ahead. (Natural
Resources) Fe 63.

PACIFIC POWER AND LIGHT CO.

Profit picture brightens, The.
O 32.

PACIFIC TELEPHONE AND TELEGRAPH CO.

Green light for a business speedup.
Ja 27.
Worst is over, The. JI 28.

PACKAGING

Business: A look ahead.
O 106.

PAGE, WILLIAM J., JR.

Uncle Sam's finest. S 34.

PAN AMERICAN WORLD AIRWAYS, INC.

Business: A look ahead. (Transpor-
tation) Fe 63.
Paris in the spring—or Rome or
Madrid? Fe 11.

Panorama of the nation's business.

Vernon Louviere. Ja 19.

----- Fe 15.

----- Mr 19.

----- Ap 19.

----- My 17.

----- Je 13.

----- Ji 13.

----- Ag 13.

----- S 17.

----- O 17.

----- N 21.

----- D 19.

PANTS SUITS

Midi, mini and pants suits. D 14.

Par will help your business score, A.

Robert A. Lull. Ap 39.

PARADE PUBLISHING, INC.

Green light for a business speedup.

Ja 27.

PARENTS

Where parents didn't fail.

D 20.

Paris in the spring—or Rome or

Madrid? Fe 11.

Parking lot can mean a lot to kids, A.

Ap 20.

PARROTT, JR., V.D.

Industry's hidden dividends.

O 80.

PATENT COOPERATION TREATY

Lowering the patent barriers.

D 78.

PATENTS

Lowering the patent barriers.

D 78.

PATRIOTISM

Square, or foursquare for his country?

D 19.

PAUL PRINCIPLE

And now, the Paul Principle. My 14.

PAY SCALES

White collar workers: What they're paid

now. Ag 40.

PEACE CORPS

Learning the score on the Peace Corps.

Ji 11.

"Peace dividend" from the Pentagon.

O 40.

PENMANSHIP

Cost of poor penmanship, The. Ji 11.

PENN CENTRAL CO.

Getting on the route to corporate

health. William A. Lashley. Ja 98.

PENN CENTRAL RAILROAD

Business fights pollution—and the
nation profits. Fe 29.

Green light for a business speedup.
Ja 27.

PENN MUTUAL LIFE INSURANCE CO.

Accentuating the positive. Ap 34.

Worst is over, The. Ji 28.

PENNSYLVANIA ELECTRIC CO.

Worst is over, The. Ji 28.

PENNSYLVANIA MOTOR TRUCK ASSOCIATION

Tapping a lode of talent. My 42.

PENNSYLVANIA STATE UNIVERSITY

Where parents didn't fail.

D 20.

PEP PILLS

When pills are bad medicine. My 17.

Perot, H. Ross

What's right with America. Ji 20.

PERSONAL DATA SERVICES CORP.

Goodbye credit—hello, SAVE. My 13.

PERSONNEL

Meet the electronic talent scout.

N 74.

PERSONNEL STANDARDS

Firm's stand on personal weakness, A.

Ag 13.

PESTICIDES

Business: A look ahead. My 77.

(Agriculture)

PETROLEUM INDUSTRY

Making a splash in the U. S. market.

Lessons of Leadership. Part LXII.

(Eric Drake) Ji 63.

**PHARMACEUTICAL MANUFACTURERS
ASSOCIATION**

Business: A look ahead.

O 106.

PHILLIPS-VAN HEUSEN CORP.

Uphill road to black capitalism, The.

D 61.

PHOENIX MUTUAL LIFE INSURANCE CO.
Accentuating the positive. Ap 34.

PHOTO CARD
Business: A look ahead.
O 106.

PHOTOGRAPHIC INDUSTRY
"You press the button and we do
the rest." Frederic S. Welsh.
Ja 70.

PICKARD, INC.
Worst is over, The. J1 28.

Picking a mutual fund. My 14.

PINKERTON'S, INC.
Green light for a business speedup.
Ja 27.

PIONEER PARACHUTE CO.
Dynamic growth companies: Pioneer
Systems, Inc. O 38

PIONEER SYSTEMS, INC.
Dynamic growth companies: Pioneer
Systems, Inc.. O 36.

PIPER AIRCRAFT CORP.
Profit picture brightens, The.
O 30.

PITNEY-BOWES, INC.
Accentuating the positive. Ap 34.
Firm's stand on personal weakness, A.
Ag 13.
Life begins at 40 — for a corporation.
John O. Nicklis. Ja 100.
Speaking up for helping out. Lessons
of Leadership. Part LVII. (Walter
H. Wheeler) Fe 73.

PITTSBURGH NATIONAL BANK
Pressures on the dollar.
Edwin H. Yeo III. D 81.

PLANTE, PAUL
Working Jet Set, The. S 50.

PLASTICS INDUSTRY
Business: A look ahead. J1 58.
(Manufacturing)

PLAYGROUNDS
Parking lot can mean a lot to
kids, A. Ap 20.

Pointers on doing business with the
Pentagon. Fe 60.

Poker game where talk was the payoff,
A. E. D. Brockett. Ja 82.

POLAROID CORP.
Accentuating the positive. Ap 34.

POLITICAL CAMPAIGNS
Should students get time off to campaign?
S 21.

POLITICAL PARTIES
What's in a name?
D 24.

POLITICS
Should our major parties change
their names? N 27.
What's in a name? D 24.

Pollack, Jack Harrison
Dreams that never fade, The. Ag 48.

POLLUTION
Banks share in fight against pollution.
D 19.
Behind the smoke screen. D 84
Business. A look ahead. Mr. 87.
----- N 103.
Business fights pollution—and the
nation profits. Fe 29.
Environment dilemma, The.
N 50.
Fine feelings about a refinery.
Fe 15.
Grime doesn't pay, but clean air
does. Fe 15.
Higher taxes at the state level?
D 38.
Insulate with a cool \$ 50 million?
D 41.
Our environment crisis. Gov.
Ronald Reagan. Fe 25.
Thanks, but no thanks. Ag 56.

POLLUTION CONTROL
Business issues the new Congress
faces. D 31.

POPULATION GROWTH
Business: A look ahead. Ap 70.
(Natural Resources)

PORT AUTHORITY TRANSIT CORP.
Riding high on the Lindenwold Line.
D 71.

PORT OF NEW YORK AUTHORITY
Aiding trade in a big way. Fe 60D.

PORTACOM
Keeping in touch with your electronic
brain. My 16.

POTT, GEORGE F.

What's in a name?

D 24.

PR trial marriage? John Costello.

Ap 12.

PRACTICING LAW INSTITUTE

Soaking up law at leisure. JI 13.

PRATT & WHITNEY, INC.

Business: A look ahead. Mr 87.

(Transportation)

PREFABRICATED HOUSING

Business: A look ahead. N 102.

PRESBYTERIAN MINISTERS' FUND OF PHILADELPHIA

Our longest-lived companies. JI 56.

PRESCOLITE DIVISION, U.S. INDUSTRIES, INC.

Profit picture brightens, The.

O 32.

PRESIDENT'S COMMISSION ON PERSONNEL INTERCHANGE

Business and government will swap executives. Mr 44.

Pressures on the dollar.

Edwin H. Yeo III.

D 81.

PRICE AND WAGE CONTROL

Canada's businessmen shoulder the load. N 68.

Price tag is bigger, The. Fe 11.

PRICE, W. M.

What's in a name?

D 24.

PRICE WATERHOUSE & CO.

Statehouses go modern, The. My 24.

PRICES

Canada's businessmen shoulder the load. N 68.

PRIEST, IVY BAKER

Rich flow from a pool, A. Ag 14.

PRIESTER, ARMOUND

On the ball with the ball-point.

D 73.

PRIVATE COLLEGE ADMISSIONS CENTER

If dear old Siwash turns him down.

Mr 12.

PROCESSED FOOD INDUSTRY

Business: A look ahead. JI 58.

(Agriculture)

PROCTER & GAMBLE

To the heights via management in depth.

Lessons of Leadership. Part LXIII.

(Neil H. McElroy) Ag 59.

Producing cars—and good citizens.

Fe 16.

PRODUCTIVITY

Profits: a fruit of productivity.

Guest Economist. Roger Williams.

O 101.

Profit picture brightens, The.

O 30.

Profits: a fruit of productivity.

Guest Economist. Roger Williams

O 101.

Program yourself like a computer.

Dr. James D. Weinland. My 31.

PROGRESS

Where parents didn't fail. D 20.

"PROJECT BUILD"

Business: A look ahead. (Construction) Ja 110.

PROTECTIONISM

Protection can be dangerous.

Stanley V. Malcuit. Fe 47.

PRUDENTIAL INSURANCE CO. OF AMERICA

How businessmen pitched in to save a city. D 45.

PUBLIC ASSISTANCE

Great welfare debate, The. Ap 56.

PUBLIC EMPLOYEES

Clearing the air. My 92.

PUBLIC RELATIONS

How to pick a PR firm. Ap 12.

PUBLIC RELATIONS BOARD, INC., THE

How to pick a PR firm. Ap 12.

PUBLIC SERVICE CO. OF COLORADO

Accentuating the positive. Ap 34.

PUBLIC SERVICE ELECTRIC & GAS CO.

How businessmen pitched in to save a city. D 45.

PUBLISHING CAREER

Maurice Robinson of Scholastic Magazines, Inc. D 54.

PULEO, FRANK

How businessmen pitched in to save a city. D 45.

Purchasing power of the dollar
Memo from the Editor.
N 7.

PURDUE UNIVERSITY

Business: A look ahead. JI 58.
(Construction)

Q

QUALITY STANDARDS

B. F. Goodrich Co.'s century-old standards. Je 13.

QUANTUM SCIENCE CORP.

Business: A look ahead. (Manufacturing) Fe 63.

QUARTERLY OUTLOOK SURVEY

Accentuating the positive. Ap 34.
Green light for a business speedup. Ja 27.
Profit picture brightens, The. O 30.
Worst is over, The. JI 28.

QUINN PATENT DRAWINGS SERVICE

Lowering the patent barriers. D 78.

R

RABINOW, JACK

Lowering the patent barriers. D 79.

Race in one State, The. Ag 24.

RADIO CORP. OF AMERICA

Accentuating the positive. Ap 34.

RADIO FREE EUROPE

Shoe pinches, The. Ag 73.
Voice that pierces the Iron Curtain, A. Ag 70.

RAILROAD INDUSTRY

"Boss" Kettering's decision: Build a better diesel. Richard L. Terrell. Ja 78.
Business: A look ahead. D 83.
Getting on the route to corporate health. William A. Lashley. Ja 98.
W. Thomas Rice of Seaboard Coast Line. Lessons of Leadership. Part LXVI. N 61.

RAILWAY LABOR EXECUTIVES' ASSOCIATION

Tapping a lode of talent. My 42.

RAIN

Efforts to change the weather involve more than small potatoes. S 80.

RAND MC NALLY AND CO.

Profit picture brightens, The. O 34.

RAYTHEON CO.

Green light for a business speedup. Ja 27.
Worst is over, The. JI 28.

Reaching the front rank on a "good set of wheels." Lessons of Leadership. Part LXI. (Clifford Siverd) Je 58.

READING

Time consuming and costly. O 15.

Reagan, Gov. Ronald

Our environment crisis. Fe 25.

RECESSIONS

Can we have a bust? Ira T. Ellis. Mr 84.

RECREATION

Thousands play where Boise Cascade works. O 17.

RECREATION FACILITIES

Parking lot can mean a lot to kids, A. Ap 20.

REDDEN, JOHN L. - DIRECTOR OF POLICE NEWARK, N. J.

How businessmen pitched in to save a city. D 47.

REFERRAL PROGRAM- U.S. DEFENSE DEPARTMENT

Business: A look ahead. N 102.

REICHERT, AMELIA

Those powerful powder puff executives. N 85.

Relevance for one younger generation
after another. D 54.

RELOCATION ANALYSIS

When your company is making a move.
N 16.
When your firm is making a move.
N 16.

REMINGTON ARMS CO., INC.

Accentuating the positive. Ap 34.

Remodeling management structures.

Dr. Courtney C. Brown. N 46.

REPUBLIC OF IRELAND

Irish eyes are smiling at American
business. Je 28.

REPUBLIC STEEL CORP.

Business fights pollution—and the
nation profits. Fe 29.
Woman's place is in the what?
N 17.

REPUBLICAN PARTY

'70 campaign, The: Battle for Congress.
Ag 18.
What's in a name?
D 24.

RESEARCH INSTITUTE OF AMERICA

How to drive in winter and stay alive.
N 17.

RETAIL COUNCIL OF CANADA

Canada's businessmen shoulder
the load. N 71.

Returning beauty to the land. Ja 19.

REUTHER, WALTER

Of men and angels. N 104.

REVENUE SHARING

Business issues the new
Congress faces. D 27.

Revolution in housing. My 88.

REVOLUTIONARY WAR OF 1776

see under AMERICAN REVOLUTION, 1776

Rewards from the Kennedy Round.

James W. Ford. Ja 46.

RHEEM MANUFACTURING CO.

Profit picture brightens. The.
O 34.

RHODES, J. E., & SONS

Our longest-lived companies. JI 56.

RICE STRAW

Business: A look ahead. Ag 74.
(Agriculture)

Rice, W. Thomas

W. Thomas Rice of Seaboard
Coast Line. Lessons of Leadership.
Part LXVI. N 61.

Rich flow from a pool. A. Ag 14.

RICH'S DEPARTMENT STORE

Green light for a business speedup.
Ja 27.

Riding high on the Lindenwold Line.

D 71.

Riding the Model T to mass production.

Allan Nevins. Ja 72.

Right and wrong. S 88.

Ringle, William M.

Those tax deduction blues. Je 38.

RITTER, TEX

Race in one State. The. Ag 24.

RIVIERA MOTORS, INC.

Business fights pollution—and the

ROADS AND HIGHWAYS

Battle over the driver's dollar. Robert T.

Robert W. Prescott of Flying Tiger

Line. Lessons of Leadership
Part LXV. O 65.

ROBERTS, JOHN J.

Higher taxes at the state level?
D 40.

ROBINS, A. H., CO.

Business fights pollution—and the
nation profits. Fe 29.

ROBINSON, BILL

What's in a name?
D 24.

ROCKEFELLER, GOV. WINTHROP

Industry's hidden dividends.
O 86.

RODDIS, JR., LOUIS H.

Environment dilemma. The.
N 54.

ROEBLING, MARY GINHARDT

Those powerful powder
puff executives. N 84.

ROMNEY, GEORGE

More muscle in business' corner.
O 54.

Ross, Irwin

Investor's silent partner. The. Je 74.

ROSS, WILLIAM B.

Uncle Sam's finest. S 34.

Roster of Service. A. My 35.

RUBBER INDUSTRY

How millions were tied to the "Cord
of the future." Russell DeYoung.
Ja 80.

RUBBERMAID, INC.

Profit picture brightens. The.
O 31.

RUBBERMAID, INC.

Worst is over. The. JI 28.

RUBIN, MILES L.

Dynamic growth companies: Pioneer
Systems, Inc. O 37.

RUDY, JOHN FORNEY

Corporate Ambassadors to Washington.
Robert W. Miller and Jimmy D. Johnson.

Runaway expansion of Social Security?

Mr 60.

RUNYAN, LEONARD L.

Industry's hidden dividends.
O 90.

RURAL INDUSTRIAL SITES

Business: A look ahead. Ag 74.
(Manufacturing)

RUSSELLVILLE, ARKANSAS

Industry's hidden dividends.
O 82.

RUSSELLVILLE CHAMBER OF COMMERCE

Industry's hidden dividends.
O 84.

RUSSELLVILLE INDUSTRIAL DEVELOPMENT CORP.

Industry's hidden dividends.
O 83.

RUSSIA

see under SOVIET UNION

Ryder, James A.

Shooting for the big time — and making it. Ja 102.

RYDER SYSTEMS, INC.

Shooting for the big time — and making it. James A. Ryder. Ja 102.
Worst is over, The. J1 28.

RYDER TRUCK LINES, INC.

Accentuating the positive. Ap 34.

RYTHER, JOHN

Business: A look ahead. D 83.

S

SAVE

see under SYSTEM FOR AUTOMATIC
VALUE EXCHANGE

SBIC

see under SMALL BUSINESS
INVESTMENT COMPANY

SCM CORP.

see under SMITH-CORONA MARCHANT
CORP.

SEC

see under U. S. SECURITIES AND
EXCHANGE COMMISSION

SAFETY

At issue: A fair approach to job safety.
S 47.
How to drive in winter and stay alive.
N 17.
Warning: "Safety" hazard. Je 20.

SAFETY STANDARDS

Memo from the Editor. My 7.

ST. REGIS PAPER CO.

Accentuating the positive. Ap 34.
Profit picture brightens, The.
O 30.

SALARIES

Caught in a salary squeeze? Ja 16.
Hard to get—and harder to keep.
J1 10.
Price tag is bigger, The. Fe 11.
White collar workers: What they're paid
now. Ag 40.

SALARIES AND WAGES

Employees' extra benefits soar. S 84.
Track record for M.B.A.'s. Ap 16.

SALARIES OF CHIEF EXECUTIVE

OFFICERS - TABLE # 1

Executive pay - a time of
dramatic change. N 91.

SALARIES OF LEVEL # 2 EXECUTIVES:

DIVISION MANAGERS & FUNCTIONAL MANAGERS - TABLE # 2

Executive pay - a time of dramatic
change. N 92.

SALES AND MARKETING EXECUTIVES- INTERNATIONAL

Business: A look ahead. (Marketing)
Ja 111.

SALES AND SELLING

Birth of a salesman. Ag 31.
Don't sell the buyer short. Ag 34.
How not to sell. Ag 33.

SALES MANPOWER FOUNDATION

Beverage salesmen are busy guys.
My 12.
Save billions on salesmen.
O 14.

Salesman runs a bank, A. J1 77.

SALESMEN

Beverage salesmen are busy guys.
My 12.
Birth of a salesman. Ag 31.
Don't sell the buyer short. Ag 34.
Save billions on salesmen.
O 14.

SAM WYLY FOUNDATION

Uphill road to black capitalism, The.
D 62.

SANDGREN AND MURTHA

Continental Oil's symbol success.
N 21.

SANDOVAL, HILARY

Every cloud has a silver lining.
O 16.

SANTA FE INDUSTRIES

Accentuating the positive. Ap 34.

Save billions on salesmen.

O 14.

SAVINGS

Eastman employees focus on investments.
N 22.

SAVINGS BANK, SYRACUSE, N.Y.

Business fights pollution—and the
nation profits. Fe 29.

Savings for you and the Government.

Ja 20.

Savings may ride on your hobby horse.

Mr 16.

Saying "Dear Sir" now costs \$3.05.

Fe 12.

**SCHILLER, KARL - ECONOMIC MINISTER
OF GERMANY**

Will the dollar be devalued via the
back door? N 100.

SCHIRRA, CAPT. WALTER M.

Spacemen find business can be an
adventure, too. Ap 80.

SCHLITZ, JOS., BREWING CO.

That Milwaukee slogan stems from
Chicago's fire. Robert A. Uihlein, Jr.
Ja 104.

SCHMIDT, E. F., CO.

Do your firm's annual reports
make points? N 73. (Regional)
Fatter, fact-filled, glossier — and
more costly. Ja 16.

SCHOLASTIC MAGAZINES, INC.

Maurice Robinson of Scholastic
Magazines, Inc. D 54.

**SCHOOL OF FOREST RESOURCES, UNIVERSITY
OF GEORGIA**

Business: A look ahead. My 77.
(Natural Resources)

A. G. SCHOONMAKER, INC.

Business: A look ahead. D 83.

SCHREIBER, NORMAN B.

Working Jet Set, The. S 50.

SCHULMAN, JOHN

Lowering the patent barriers.
D 80.

SCHUSTER, JAY R.

What it takes to lure him away.
O 16.

SCHUYLER, JR., WILLIAM E.

Lowering the patent barriers.
D 79.

SCHWARTZ, JAMES P.

Organized citizens vs. organized crime.
N 34.

SCHWEBER ELECTRONICS

Industry's hidden dividends:
looking like new. O 93.

Science takes a problem's measure.

Mr 75.

SCOFFIELD, C. H.

Canada's businessmen shoulder
the load. N 70.

SCOTT, GLENN E.

Higher taxes at the state level?
D 40.

SCOTT, HUGH - SENATE MINORITY LEADER

Business issues the new
Congress faces. D 26.

Screen tests for job seekers. S 17.

SEABOARD AIRLINE RAILROAD

W. Thomas Rice of Seaboard Coast
Line. Lessons of Leadership.
Part LXVI. N 63.

SEABOARD COAST LINE RAILROAD CO.

W. Thomas Rice of Seaboard Coast
Line. Lessons of Leadership.
Part LXVI. N 61.

SEA-LAND SERVICE, INC.

Dramatic change in course for shipping.
A. My 77.

SECRETARIES

Do you drive your secretary
up the wall? D 50.

Secrets of success: Japan, Inc.

N 12.

SECURITIES AND EXCHANGE COMMISSION

How Wall Street toes its own line. Robert W.
Haack. S 26.

SECURITY BANK, WASHINGTON, D.C.

Green light for a business speedup.
Ja 27.

Seeing ourselves as others see us. My 16.

Seidenfeld, J. Martin, Ph.D.

Case of the lost executive, The.
Mr 68.

Self-service rings up a billion dollar
sale. Robert S. Oelman. Ja 92.

SEMINARS AND CONFERENCES

Feeling the pinch. Ag 12.

SENIOR EXECUTIVE

New company president: ten steps
to failure, The. D 66.

SENIOR SCHOLASTIC

Maurice Robinson of Scholastic
Magazines, Inc. D 54.

Sensitivity training irritates dean. S 12.

SERVICE CORPS OF RETIRED EXECUTIVES

Every cloud has a silver lining.
O 16.

Seven ways to turn off turnover.
O 58.

'70 campaign, The: Battle for Congress.
Ag 18.

SHAFFER, JOHN H.

Why businessmen serve in Wash-
ington. Mr 36.

SHEA, MRS. KATHRYN E.

Meet the electronic talent scout.
N 75.

SHEPARD, ALAN

Spacemen find business can be an
adventure, too. Ap 80.

SHIPBUILDERS COUNCIL OF AMERICA

Business: A look ahead. Je 82. (Trans-
portation)

SHIPBUILDING INDUSTRY

Business: A look ahead. Je 82.
(Transportation)
Dramatic change in course for
shipping, A. My 77.

Shoe pinches, The. Ag 73.

Shooting for the big time — and making it.
James A. Ryder. Ja 102.

Shot in the arm for our exports.
O 99.

SENSITIVITY TRAINING

Sensitivity training irritates dean. S 12.

Should businessmen support colleges? Ag 15.

Should marijuana penalties be lightened?
Fe 21.

Should our major parties change their
names? N 27.

Should stores sell on Sunday? J1 17.

Should students get time off to campaign? S 21.

Should the death penalty be abolished?
O 23.

Should we switch to meters and
kilograms? My 21.

Should we take a five-year census?
Mr 23.

SHRATTER, HAROLD

Working Jet Set, The. S 50.

SHUMWAY, F. RITTER

F. Ritter Shumway of Sybron Corp.
Lessons of Leadership. Part LX.
My 49.

Shuster, E. G., Dr.

If he's hard to get along with, hire him.
Ag 66.

SIBSON & CO., INC.

Executive pay - a time of
dramatic change. N 89.

SIBSON, ROBERT E.

Executive pay - a time of
dramatic change. N 89.

Siciliano, Rocco C.

Helping them get a "piece of the
action." Mr 56.

Why businessmen serve in Wash-
ington. Mr 36.

SIEBERT, MURIEL

Those powerful powder
puff executives. N 86.

SIEWERT, DEL H.

Higher taxes at the state level?
D 40.

SIVERD, CLIFFORD

Reaching the front rank on a "good set of wheels." Lessons of Leadership. Part LXI. Je 58.

Slappey, Sterling G.

Those powerful powder puff executives. N 88.
When businessmen sparked a revolution. JI 52.

SLAWINSKI, DR. ALFRED E.

What's in a name?
D 24.

SLOANE, ANN BROWNELL

Working Jet Set, The. S 50.

SLONAKER, PAUL

Industry's hidden dividends.
O 86.

SMALL BUSINESS INVESTMENT**COMPANY**

Uphill road to black capitalism, The.
D 62.

SMITH-CORONA MARCHANT CORP.

Take-over attempt was the turning point, A. Emerson E. Mead. Ja 106.

SMITH, C. TRUETT

What's in a name?
D 24.

Smith, Doug

Little Red Hen (Revisited), The. JI 32.

SMITH, HARRY E.

Those powerful powder puff executives. N 88.

SMITH, KLINE & FRANCH LABORATORIES

TV camera shares history's spotlight.
My 18.

SMITH, MARGARET BRAND

Those powerful powder puff executives. N 88.

SMITH, ROBERT W.

How businessmen pitched in to save a city. D 45.

SNADER, MRS. MAXINE

Industry's hidden dividends.
O 90.

Snake oil. Ja 114.

SNELLING AND SNELLING, INC.

Meet the electronic talent scout.
N 75.

SNELLING, ROBERT O.

Seven ways to turn off turnover.
O 58.

SNOWMOBILES

Business: A look ahead. D 82.

Soaking up law at leisure. JI 13.

SOCIAL ENVIRONMENT

Company builds with a foundation, A.
D 20.

SOCIAL RESEARCH GROUP

When pills are bad medicine. My 17.

SOCIAL RESPONSIBILITIES

Company builds with a foundation, A.
D 20.

SOCIAL SECURITY

One step too many. Mr 96.
Runaway expansion of Social Security? Mr 60.

SOFT DRINK INDUSTRY

Letting the genie out of the bottle.
Charles W. Adams. Ja 64.
Softening crime's impact. Ja 24.

SOIL EROSION

Business: A look ahead. JI 58.
(Construction)

SOLID WASTE DISPOSAL

Business: A look ahead. Ag 74.
(Agriculture)

Solving mysteries for female motorists.
Je 14.

Solving your city's problems.

N 16a.

SOPHIA UNIVERSITY - TOKYO, JAPAN

Secrets of success: Japan, Inc.
N 12.

SOUND OFF RESPONSE

Businessmen sour on college support. S 22.
Campus and the campaigns, The.
O 24.
Counting and the costs. Ap 26.
Matter of life or death, A. N 28.
Never resetting the clock. JI 18.
Open and shut cases. Ag 16.
Softening crime's impact. Ja 24.
Sparks fly over "pot." Mr 24.

Take me to your liter. Je 18.
Trusting those under 30. Fe 22.
Verdict against life terms. My 22.
What's in a name?

SOUND OFF TO THE EDITOR

Is youth today really worse? Ja 23.
Limit Supreme Court terms?
Ap 25.
Should businessmen support colleges?
Ag 15.
Should marijuana penalties be
lightened? Fe 21.
Should our major parties change
their names? N 27.
Should stores sell on Sunday? J1 17.
Should students get time off to campaign?
S 21.
Should the death penalty be abolished?
O 23.
Should there be a business day?
D 23.
Should we switch to meters and
kilograms? My 21.
Should we take a five-year census?
Mr 23.
Year-round daylight saving time?
Je 17.

SOVIET UNION

Business: A look ahead. Ap 70.
(Foreign Trade)

SPACE PROGRAM

Moon program's business brain trust,
The. Evert Clark. My 32.

Spacemen find business can be an
adventure, too. Ap 80.

SPAIN, JAYNE

Those powerful powder
puff executives. N 83.

SPANISH-AMERICANS

Business: A look ahead. Ap 70.
(Manufacturing)

Spare hand who went beyond the dream
of Leonardo da Vinci, The. B. C.
Huselton. Ja 50.

SPENDING

It's his job. O 108.

Something for nothing? Je 84.

SPAFFORD, JOHN L.

More muscle in business' corner.
O 55.

Sparks fly over "pot." Mr 24.

SPATTA, GEORGE

In quest of quality products and
people. Lessons of Leadership.
Part LVI. Ja 35.

Speakers—an asset to a bank. My 16.

Speaking up for helping out. Lessons of
Leadership. Part LVII. (Walter H.
Wheeler) Fe 73.

SPENCER, JR., RONALD S.

Higher taxes at the state level?
D 39.

Spotlight on top career workers for
the U. S. Mr 94.

SPERRY RAND CORP.

Accentuating the positive. Ap 34.

Spotlight on firms in the ups and downs
business. N 101b. (Regional)

Square, or foursquare for his country?
D 19.

STANDARD & POOR'S CORP.

Profit: a fruit of productivity.
Guest Economist. Roger Williams.
O 101.

STANDARD KNITTING MILLS, INC.

Accentuating the positive. Ap 34.

STANDARD OIL CO., THE (OHIO)

Accentuating the positive. Ap 34.

Standing taller—among the fallen. Ag 10.

STANFORD COMPUTATION CENTER

And now, the Paul Principle. My 14.

STANS, MAURICE

Business: A look ahead.
O 107.
Uphill road to black capitalism, The.
D 65.

STATE CHAMBERS OF COMMERCE

Higher taxes at the state level?
D 38.

STATE GOVERNMENT

Statehouses go modern, The. My 24.

STATE GOVERNMENT REORGANIZATION

Industry answers a Governor's
challenge. N 21

STATE INVESTMENT POOL

Rich flow from a pool, A. Ag 14.

STATE REVENUE

Higher taxes at the state level?
D 38.

Statehouses go modern, The. My 24.

STATEMENT OF OWNERSHIP

----- N 97.

STEEL INDUSTRY

Spare hand who went beyond the dream
of Leonardo da Vince, The. B. C.
Huselton. Ja 50.
Woman's place is in the what?
N 17.

STEEL PRODUCTION

Business: A look ahead. N 103.

STEIGER, WILLIAM, REP.

At Issue: A fair approach to job safety.
S 47.

STERLING DRUG, INC.

Profit picture brightens, The.
O 32.

STEVENSON, ADLAI E., III

'70 campaign, The: Battle for Congress.
Ag 18.

STEWART-WARNER CORP.

Accentuating the positive. Ap 34.

STOCK MARKET

Forces behind stock market ups and
downs. C. Austin Barker. Je 27.

STOCK OPTION PLAN

Executive pay - a time of dramatic
change. N 89.

Stockpile of knowledge, A. Ag 10.

STOCKS AND BONDS

Bull market in stock and bond
thefts, The. Mr 28.
How Wall Street toes its own line. Robert W.
Haack. S 26.
Investor's silent partner, The.
Irwin Ross. Je 74.
Lost your shirt on Wall Street? S 16.

STOKELY VAN CAMP CO.

Green light for a business speedup.
Ja 27.
Worst is over, The. J1 28.

STONE, RICHARD B.

Old tires: a new lure for fish.
O 18.

STOUFFER FOODS CORP.

Accentuating the positive. Ap 34.

STRICKLAND, JACK B.

Industry's hidden dividends.
O 90.

STRIKES

Keeping in touch during a walkout. S 18.

STUDEBAKER, DR. JOHN W.

Maurice Robinson of Scholastic
Magazines, Inc. D 56.

STUDENTS

Campus and the campaigns, The.
O 24.
How students see you now. Walter
Wingo. My 54.
Kids our high schools forget, The.
Je 70.
Should students get time off to campaign?
S 21.
Where parents didn't fail.
D 20.

Students flunk at new ideas. J1 14.

"SUCCESSFUL INVESTING THROUGH MUTUAL FUNDS"

Picking a mutual fund. My 14.

SULLIVAN, DAN

Organized citizens vs. organized crime.
N 32.

SULLIVAN, REV. LEON H.

Opening doors to opportunity.
Ap 48.
Uphill road to black capitalism, The.
D 61.

SUNBEAM CORP.

Lowering the patent barriers.
D 80.

SUPERMARKETS

Business: A look ahead. Ap 70.

Supreme Court already has changed, The.
Je 66.

SURVEY

Worst is over, The. J1 28.

Survival hints for harried executives.
Je 10.

SWEETENERS

Business: A look ahead. Mr 86.
(Agriculture)

SWIFT & CO.

Savings for you and the Government.
Ja 20.

Try an ice box on wheels — and
change an industry. Edward F.
Swift. Ja 108.

Swift, Edward F.

Try an ice box on wheels — and
change an industry. Ja 108.

SYBRON CORP.

F. Ritter Shumway of Sybron Corp.
Lessons of Leadership. Part LX.
My 49.

SYNTHETIC MATERIALS

Business: A look ahead. Mr 86.
(Manufacturing)

SYSTEM DEVELOPMENT CORP.

What it takes to lure him away.
O 16.

SYSTEM FOR AUTOMATIC VALUE EXCHANGE

Goodbye credit—hello, SAVE. My 13.

T

TAS

see under TELEPHONE ANSWERING SERVICE
ASSOCIATION

Take in a new partner—the consumer.
William G. Kaye. Fe 54.

Take me to your liter. Je 18.

Take-over attempt was the turning point.
A. Emerson E. Mead. Ja 106.

Taken to the cleaners by a paper-hanger?
Fe 12.

Tame blue yonder, The. Mr 76.

TANGERINES

Business: A look ahead. Ap 70.
(Agriculture)

Tangling with the manpower tangle.
Fe 64.

Tapping a lode of talent. My 42.

Tarrant, John J., Feinberg, Dr. Mortimer R.
How to make executives behave. Ap 72.

TARRIFS

Rewards from the Kennedy Round.
James W. Ford. Ja 46.

TAYLOR, CLARENCE

Industry's hidden dividends.
O 88.

TAX DEDUCTIONS

Those tax deduction blues. William M.
Ringle. Je 38.

TAX FOUNDATION, INC.

Where's the money coming from?
O 28.

TAX REFORM ACT OF 1969

Business issues the new
Congress faces. D 27.
Executive pay - a time of
dramatic change. N 89.
Keep an eye on the IRS. JI 39.
Where's the money coming from?
O 27.

TAXES

Higher taxes at the state level?
D 38.
Shot in the arm for our exports.
O 99.
Those tax deduction blues. William M.
Ringle. Je 38.
Where's the money coming from?
O 27.

TAXES AND SPENDING

Business issues the new
Congress faces. D 27.

TAXES - HIGHWAY

Battle over the driver's dollar. Robert T.
Gray. S 38.

Teamwork leads to the right track.
N 61.

TELEPHONE ANSWERING SERVICE ASSOCIATION

Answering Services have many callings. S 17.

TELEPHONES AND TELEPHONING

Hello, operator? Give me long
distance! Ap 14.
Making a business out of Mr. Bell's
Invention. Charles E. Wampler. Ja 48.

TELEVISION

TV camera shares history's spotlight.
My 18.

TENNESSEE CONGRESSIONAL ELECTION

Race in one State, The. Ag 24.

TENNESSEE STATE EMPLOYMENT SERVICE

Industry's hidden dividends.
O 88.

TERRELL, JOSEPH L. S.

Standing taller—among the fallen. Ag 10.

Terrell, Richard L.

"Boss" Kettering's decision: Build
a better diesel. Ja 78.

TEXAS EASTERN TRANSMISSION CORP.

Exchange of understanding, An.
Mr 20.

TEXAS INSTRUMENTS, INC.

Look at the next five years, A. Donald
R. Burrus. S 73.

TEXAS POWER & LIGHT CO.

Accentuating the positive. Ap 34.

TEXAS' REPUBLIC NATIONAL BANK

Profit picture brightens, The.
O 34.

TEXTILE INDUSTRY

Threading your way to the top.
Ely R. Callaway. Ja 62.

THAILAND

Like to do business in Thailand?
Mr 14.

Thanks, but no thanks. Ag 56.

That Milwaukee slogan stems from

Chicago's fire. Robert A. Uihlein,
Jr. Ja 104.

Theme of success, A: "Let the buyer

have faith." James H. Binns. Ja 53.

THIOKOL CHEMICAL CORP.

Worst is over, The. JI 28.

THIS MONTH'S GUEST ECONOMIST

Can we have a bust? Ira T. Ellis.
Mr 84.

Forces behind stock market ups and
downs. C. Austin Barker. Je 27.

Growth versus inflation. George P.
Hitchings. Ap 77.

International bookkeeping really counts.
William F. Butler. Ag 54.

Jolts on the price elevator. Herbert
A. Lewis. My 65.

Look at the next five years, A. Donald R.
Burrus. S 73.

Pressures on the dollar.

Edwin H. Yeo III. D 81.

Profits: a fruit of productivity.

Roger Williams. O 101.

Protection can be dangerous.

Stanley V. Jalcuit. Fe 47.

Remodeling management structures.

Dr. Courtney C. Brown. N 46.

Rewards from the Kennedy Round.

James W. Ford. Ja 46.

What hangs in balance on budgets? A.

G. Matamoros. JI 82.

Those executive fringe benefits. Je 11.

Those expendable jobs. John Costello.

Those management advice fees.
Mr 12.

Those powerful powder puff
executives. N 80.

Those tax deduction blues. William M.
Ringle. Je 38.

Threading your way to the top. Ely R.
Callaway. Ja 62.

3M CO., THE

see under MINNESOTA MINING AND
MANUFACTURING CO.

THROWER, RANDOLPH W.

Why businessmen serve in Wash-
ington. Mr 36.

TI HOME TRANSFER SERVICE CORP.

Making it easier to make a move. JI 13.

Tide is turning against crime, The. Je 32.

TIEMANN, GOV. NORBERT

Industry's hidden dividends.
O 76.

Time consuming and costly.

O 15.

To the heights via management in depth.

Lessons of Leadership. Part LXIII.

(Neil H. McElroy) Ag 59.

TOKHEIM CORP.

Worst is over, The. JI 28.

TOM HUSTON PEANUT CO.

Profit picture brightens, The.
O 32.

TOMATOES

Business: A look ahead. (Agriculture) Fe 63.

TONI, ROYCE

Dynamic growth companies: Pioneer Systems, Inc. O 36.

TOUCHE ROSS & CO.

How businessmen pitched in to save a city. D 48.

TOWLE MANUFACTURING CO.

Accentuating the positive. Ap 34.

Track record for M.B.A.'s Ap 16.

TRADE AND PROFESSIONAL ASSOCIATIONS

More muscle in business' corner. O 54.

TRADE MISSIONS

Up, up and away. S 14.

TRAINING FILMS

Just the ticket for a training film. My 18.

TRANS UNION CORP.

Organized citizens vs. organized crime. N 32.

TRANSPORTATION INDUSTRY

Business: A look ahead. N 103.
Business: A look ahead.
D 83.
John Volpe's drive to keep America moving. Ap 40.

TRAVEL

John Volpe's drive to keep America moving. Ap 34.

TRAVEL — ABROAD

Paris in the spring—or Rome or Madrid? Fe 11.

TRENTON TRUST CO.

Those powerful powder puff executives. N 84.

TRI-COUNTY INDUSTRIAL PARK

Industry's hidden dividends. O 90.

TRIBUNE, OAKLAND, CALIF.

Business fights pollution—and the nation profits. Fe 29.

TRIO - TECH, INC.

What's in a name?
D 24.

TRIP PLANNING

Before casting off, chart your course. N 16a.

TROWBRIDGE, ALEXANDER

More muscle in business' corner. O 54.

TRUCKING INDUSTRY

Shooting for the big time — and making it. James A. Ryder. Ja 102.

TRUDEAU, PRIME MINISTER PIERRE ELLIOTT

Canada's businessmen shoulder the load. N 69.

Trusting those under 30. Fe 22.

Truth doesn't really hurt, The.
Arthur H. Motley. Ap 79.

TRUTH IN LENDING ACT

Business: A look ahead. D 82.

TRUTH IN LENDING LAW

How that credit law works. J1 11.
Try an ice box on wheels — and change an industry. Edward F. Swift. Ja 108.

TULSA TRIBUNE

Green light for a business speedup. Ja 27.

TURNOVER

Losing lots of employees? D 16.
Seven ways to turn off turnover. O 58.

TV camera shares history's spotlight. My 18.

20 years from now. Ag 10.

U

Uihlein, Jr., Robert A.

That Milwaukee slogan stems from Chicago's fire. Ja 104.

ULLMAN, REP. AL

Environment dilemma, The. N 55.

Uncle Sam's finest. S 34.

UNCRITICAL INFERENCE TEST

Looking before your leap. Ja 15.

UNEMPLOYMENT

Guidance for those who guide.
Mr 20.
Opening doors to opportunity. Ap 48.
Tangling with the manpower tangle.
Fe 64.

UNION BANKERS INSURANCE CO.

Those powerful powder
puff executives. N 88.

UNION CARBIDE CORP.

Better insight into employees' attitudes, A.
Lessons of Leadership. Part LXIV. (Birny
Mason) S 61.
Business fights pollution—and the
nation profits. Fe 29.
Green light for a business speedup.
Ja 27.
Union Carbide's "Marshall Plan." N
Je 14.

Union Carbide's "Marshall Plan." Je 14.

UNIONS

Bitter fruit in the vineyards.
Douglas Hallett. Fe 80.

UNITED AIRCRAFT CORP.'S

PRATT & WHITNEY DIVISION
Dynamic growth companies: Pioneer
Systems, Inc. O 38.

UNITED FARM WORKERS

Bitter fruit in the vineyards.
Douglas Hallett. Fe 80.

UNITED FRUIT CO.

Profit picture brightens, The.
O 32.

UNITED STATES LINES, INC.

Accentuating the positive. Ap 34.

UNITED STATES OF AMERICA

What's right with America. H. Ross
Perot. J1 20.

UNITED STATES TRADEMARK ASSOCIATION THE

Whatever became of Ag 12.

UNITED STATES TRAVEL SERVICE

Hey, world! Look us over! Ag 42.

U. S. AGRICULTURE DEPARTMENT

Business: A look ahead. Ja 110.
----- Mr 86.
----- Ap 70.
----- Je 62.
----- J1 58.
----- S 86.
----- O 107.
----- D 82.

U. S. ATTORNEY GENERAL (John N. Mitche
Tide is turning against crime, The.
Je 32.

U.S. BUREAU OF SOLID WASTE MANAGEMENT

Old tires: a new lure for fish.
O 18.

U.S. BUREAU OF SPORT FISHERIES AND WILDLIFE

Old tires: a new lure for fish.
O 18.

U. S. CENSUS BUREAU

Census data: Tailored to suit you. Ag 52
Spotlight on firms in the ups and
downs business. N 101b. (Regional)

U. S. CIVIL SERVICE LEAGUE

Spotlight on top career workers
for the U. S. Mr 94.

U.S. COAST GUARD

Before casting off, chart your course.
N 16a.

U.S. COMMERCE DEPARTMENT

Efforts to change the weather involve
more than small potatoes. S 80.
Helping them get a "piece of the
action." Rocco C. Siciliano. Mr. 56.
Like to do business in Thailand?
Mr 14.
More muscle in business' corner.
O 55.
Science takes a problem's measure.
Mr. 75.
Should we switch to meters and kil-
ograms? My 21.

U.S. COMMISSION ON GOVERNMENT PROCUREMENT

Business: A look ahead. D 83.

U.S. CONGRESS

Advice to a new Congressman.
D 32.

Business issues the new
Congress faces. D 26.

It's his job. O 108.

'70 campaign, The: Battle for Congress.
Ag 18.
What Congress is doing about crime.
Ja 42.

U.S. CONGRESSMAN

Memo from the Editor. D 7.

U. S. CONGRESSMEN

Your right to write. Ap 84.

U.S. DEFENSE DEPARTMENT

Business: A look ahead. Ja 111.
----- D 83.

"Peace dividend" from the Pentagon.
O 40.

U. S. DEPARTMENT OF HOUSING AND
URBAN DEVELOPMENT

Business: A look ahead. Ag 74.
(Construction)
Revolution in housing. My 88.

U. S. ECONOMIC GROWTH

Growth versus inflation. George
P. Hitchings. Ap 77.

U. S. ECONOMIC POLICY

Look at the next five years. A. Donald R.
Burrus. S 73.
New tool for cutting Government
costs. Rep. Chet Holifield. Fe 58.

U. S. ECONOMY

Forces behind stock market ups and
downs. C. Austin Barker. Je 27.

U. S. executives vs. Asians and
Europeans. My 14.

U. S. FEDERAL BUREAU OF INVESTI-
GATION

Bull market in stock and bond
thefts. The. Mr 28.

U. S. FEDERAL TRADE COMMISSION

Business: A look ahead. D 82.
Snake oil. Ja 114.
Where the FTC's new Chairman
stands. Ap 28.

U. S. FISCAL POLICY

What hangs in balance on budgets. A.
G. Matamoros. Jl 82.

U. S. GENERAL ACCOUNTING OFFICE

Business: A look ahead. D 83.

U. S. GOVERNMENT

Statehouses go modern. The. My 24.

U. S. GOVERNMENT FISCAL POLICY

Is the Government year outdated?
Ap 55.

U. S. GOVERNMENT MANAGEMENT

How the White House got its management
tools. Ag 44.

U. S. GOVERNMENT PERSONNEL

Business and government will swap
executives. Mr 44.
Why businessmen serve in Wash-
ington. Mr 36.

U. S. HEALTH, EDUCATION AND
WELFARE DEPARTMENT

Of men and angels. N 104.

U. S. HOUSE OF REPRESENTATIVES

'70 campaign. The: Battle for Congress.
Ag 18.

U. S. INDUSTRIES, INC.

How do you rate as a manager. Ag 10.

U. S. INTERIOR DEPARTMENT

Environment dilemma. The.
N 55.
Old tires: a new lure for fish.
O 18.

U. S. INTERNAL REVENUE SERVICE

Keep an eye on the IRS. Jl 39.
Seeing ourselves as others see us.
My 16.

U. S. INTERSTATE COMMERCE COMMISSION

Business: A look ahead. Jl 58.
(Transportation)

U. S. LABOR DEPARTMENT

Business: A look ahead. (Construc-
tion) Ja 110.
Changes ahead in Washington's labor policies?
S 69.

U. S. MARITIME ADMINISTRATION

Dramatic change in course for
shipping. A. My 77.

U. S. MARITIME COMMISSION

Business: A look ahead. Ap 70.
(Foreign Trade)

U. S. MONETARY POLICY

New gold crisis? Charles A. Cerami.
My 38.

U. S. NATIONAL BUREAU OF
STANDARDS

Business: A look ahead.
O 107.

U. S. OFFICE OF MINORITY BUSINESS
ENTERPRISE

Uphill road to black capitalism. The.
D 65.

U. S. PATENT OFFICE

Lowering the patent barriers.
D 80.

U. S. PENTAGON

Pointers on doing business with the
Pentagon. Fe 60.

U. S. REPRESENTATIVE

Advice to a new Congressman.
D 32.

U. S. SECURITIES AND EXCHANGE
COMMISSION

Does your firm face a liquidity
crisis? D 59.

U. S. SECURITIES AND EXCHANGE COMMISSION

Investor's silent partner, The.
Irwin Ross. Je 74.

U.S. SENATOR

Memo from the Editor.
D 7.
'70 campaign, The: Battle for Congress.
Ag 18.

U. S. SOCIAL SECURITY ADMINISTRATION

Runaway expansion of Social
Security? Mr 60.

U.S. SMALL BUSINESS ADMINISTRATION

Every cloud has a silver lining.
O 16.

UNITED STATES STEEL CORP.

Business: A look ahead. N 103.

U. S. SUPREME COURT

Limit Supreme Court terms?
Ap 25.
Supreme Court already has changed,
The. Je 66.
Verdict against life terms. My 22.

U. S. TAX COURT

Those tax deduction blues. William M.
Ringle. Je 38.

U. S. TRANSPORTATION DEPARTMENT

Battle over the driver's dollar. Robert T.
Gray. S 38.
John Volpe's drive to keep America
moving. Ap 40.

U.S. TREASURY DEPARTMENT

Insulate with a cool \$50 million?
D 41.
Where's the money coming from?
O 27.

U. S. TRUCK CO.

Business fights pollution—and the
nation profits. Fe 29.

UNITED VIRGINIA BANK/STATE PLANTERS

Profit picture brightens, The.
O 34.

UNIVERSITY OF UTAH COLLEGE OF BUSINESS

Sensitivity training irritates dean. S 12.

Up, up and away. S 14.

Uphill road to black capitalism, The.
D 60.

Upper bracket job forecast: Sunny.
Ja 15.

UPTON, JR., E.C.

Organized citizens vs. organized crime.
N 34.

URBAN POPULATION GROWTH

Business: A look ahead. Ap 70.
(Natural Resources)

URBAN RENEWAL

Business: A look ahead. (Construc-
tion) Fe 62.

URBAN TRANSPORTATION

Business: A look ahead. N 103.

Uris, Auren

Do you need a new right hand? JI 72.

V

VTR

see under VIDEOTAPE RECORDING

VALLIANT FERTILIZER CO.

Business fights pollution—and the
nation profits. Fe 29.

VALUE ADDED TAX

Where's the money coming from?
O 28.

VALUE OF A BUSINESS

How to buy or sell a business.
N 16a.

VALUE OF DOLLAR

Will the dollar be devalued
via the back door? N 98.

VANCE, ALFRED

Industry's hidden dividends.
O 85.

VANDERLIP, LORAN C.

Higher taxes at the state level?
D 39.

VENDO CO.

Profit picture brightens, The.
O 30.

VENEMAN, JOHN UNDER SECRETARY
OF U.S. HEALTH, EDUCATION &
WELFARE
Of men and angels. N 104.

VENTURE ADVISERS, INC.
Uphill road to black capitalism, The.
D 65.

VERAN DE JOUX, JEAN
Dynamic growth companies: Pioneer
Systems, Inc. O 37.

Verdict against life terms. My 22.

VIDEOTAPE RECORDING
Just the ticket for a training film.
My 18.
Seeing ourselves as others see us.
My 16.

VIOLENCE IN BUSINESS
How business can guard against violence.
Ag 69.

Virginia Knauer: What she tells the President
about consumers. Robert T. Gray. JI 34.

VOCATIONAL TRAINING
Kids our high schools forget, The.
Je 70.

Voice that pierces the Iron Curtain, A.
Ag 70.

VOLPE, JOHN
John Volpe's drive to keep America
moving. Ap 40.

VOTING
Memo from the editor.
O 7.
You don't have to be at the polls
to vote. O 50.

W

WIN
see under WORK INCENTIVE PLAN

WAGES
Canada's businessmen shoulder
the load. N 68.

WALGREEN CO.
Profit picture brightens, The.
O 34.

WALKER, DR. ERIC A.
Where parents didn't fail.
D 20.

WALL STREET
How Wall Street toes its own line. Robert W.
Haack. S 26.
Lost your shirt on Wall Street? S 16.

Wampier, Charles E.
Making a business out of Mr. Bell's
invention. Ja 48.

WARIS, KLAUS, DR.
Finland's formula for deflating inflation.
Ag 36.

Warning: "Safety" hazard. Je 20.

WASHINGTON POST CO.
Those powerful powder
puff executives. N 87.

WASHINGTON POST NEWSPAPER
Those powerful powder puff
executives. N 87.

WASHINGTON REPRESENTATIVE
Corporate Ambassadors to Washington.
Robert W. Miller and Jimmy D. Johnson
JI 44.

WASTE
Meet Harry the hoarder. Je 11.

WATER
Business: A look ahead. S 86.
(Natural Resources)

WATER POLLUTION
Business: A look ahead. D 83.
Thanks, but no thanks. Ag 56.

WATER POLLUTION CONTROL FEDERATION
Business: A look ahead. D 83.

WATER POWER
Defusing the environment issue. S 72A.

WATER QUALITY CONTROL ACT of 1965
Thanks, but no thanks. Ag 56.

WATERMAN - BIC PEN CORP.

On the ball with the ball - point.
D 72.

WATERMAN PEN CO.

On the ball with the ball point.
D 72.

WEATHER

Efforts to change the weather involve more
than small potatoes. S 80.

WEEKENDS

It's time to plan for those stretched weekends.
S 81.

WEICKER, LOWELL, REPRESENTATIVE

'70 campaign, The: Battle for Congress
Ag 18.

WEINBERGER, CASPAR W.

Where the FTC's new Chairman
stands. Ap 28.

Weinland, Dr. James D.

Program yourself like a computer.
My 31.

WELCH, ROBERT G.

Woman's place is in the what?
N 17.

WELFARE

Bad medicine. Fe 88.
Business issues the new
Congress faces. D 28.
Great welfare debate, The. Ap 56.
Higher taxes at the state level?
D 38.
Something for nothing? Je 84.

WELLINGTON MANAGEMENT CO.

Profit picture brightens, The.
O 30.

WELLS FARGO BANK

Green light for a business speedup.
Ja 27.

WELLS, RICH, GREENE, INC.

Those powerful powder
puff executives. N 81.

Welsh, Frederic S.

"You press the button and we do
the rest." Ja 70.

WESTERN AUTO SUPPLY CO.

Accentuating the positive. Ap 34.

WESTERN PACIFIC RAILROAD CO., THE

Green light for a business speedup.
Ja 27.
Profit picture brightens, The.
O 32.
Worst is over, The. J1 28.

WESTERN UNION TELEGRAPH CO.

Profit picture brightens, The.
O 34.
Worst is over, The. J1 28.

WESTERN WOOD PRODUCTS ASSOCIATION

Business: A look ahead. D 83.

WESTVACO CORP.

Company thrives on a
bureaucratic by-product.
O 18.

WEYERHAEUSER CO.

Company thrives on a
bureaucratic by-product.
O 18.

What an engineer will cost you. Ja 16.

What Congress is doing about crime.
Ja 42.

What foremen want in their Yule socks.
D 14.

What is your company really worth?
D 77.

What it takes to lure him away.
O 15.

What sales calls cost. John Costello.
My 12.

What they buy—and why. Ap 12.

What you should know. Fe 41.

Whatever became of Ag 12.

What's in a name?
D 24.

What's right with America. H. Ross Perot.
J1 20.

What's your firm really worth?
O 14.

What's your non-money income? My 40.

WHEAT AND GRAIN

Business: A look ahead. S 86.
(Agriculture)

Wheeler, Walter H.
Speaking up for helping out. Lessons
of Leadership. Part LVII. Fe 73.

When businessmen sparked a revolution.
Sterling G. Slappey. JI 52.

When it's time to pay the piper.
D 14.

When pills are bad medicine. My 17.

When the paddy wagon pulls up to the
door. Fe 13.

When you put up a For Sale sign. S 12.

When your firm is making a move.
N 16.

Where parents didn't fail.
D 20.

"WHERE THE ACTION IS"
Solving your city's problems.
N 16a.

Where the FTC's new Chairman stands.
Ap 28.

Where's the money coming from?
O 27.

WHIRLPOOL CORP.
Whirlpool tunes in the consumer.
Ja 20.
Whirlpool tunes in the consumer. Ja 20.

WHITE COLLAR WORKERS
Hard going for unions. Mr 12.

White collar workers: What they're paid
now. Ag 40.

Who's really running the show? Mr 16.

Why businessmen serve in Washington.
Mr 36.

Why executives flame out. Je 50.

WHYTE, WILLIAM G.
Corporate Ambassadors to Washington.
Robert W. Miller and Jimmy D. Johnson.

WIEDENMAYER, GUSTAVE E.
How businessmen pitched in to
save a city. D 45.

WIESELTHIER, C. ROBERT
How businessmen pitched in to
save a city. D 47.

Will the dollar be devalued via
the back door? N 98.

WILLIAMS, HARRISON A., JR., SENATOR
'70 campaign, The: Battle for Congress.
Ag 18.

WILLIAMS RESEARCH CORP.
Business: A look ahead. D 82.

WILLIAMS, ROGER
Profits: a fruit of productivity.
Guest Economist. O 101.

Willingness to innovate, A. Charles W.
V. Meares. Ja 94.

WILMINGTON TRUST CO.
Profit picture brightens, The.
O 31.

WILSON, GEORGE A.
Square, or foursquare for
his country? D 19.

WILSON, KENDRICK R.
Making corporate marriages work.
Lessons of Leadership. Part LIX.
Ap 62.

WILSON, ROBERT C.
New company president: ten steps
to failure, The. D 66.

WILSON, WILLARD M.
Memo from the Editor.
O 7.

WINE INSTITUTE
It's not wine's tint - it's
the taste. D 16.

Wingo, Walter
How students see you now. My 54.
How to win at the bargaining
table. Fe 38.

WISCONSIN
Wisconsin's corporate big brother program.
S 12.

WISCONSIN STATE CHAMBER OF COMMERCE
Higher taxes at the state level?
D 38.

Wisconsin's corporate big brother program.
S 12.

Wise way, The. Ag 76.

WISKEY

Bourbon branches out across the water. S 66.

WOLD, JOHN, REPRESENTATIVE

'70 campaign, The: Battle for Congress.
Ag 18.

Woman's place is in the what?
N 17.

WOMEN EXECUTIVES

Those powerful powder
puff executives. N 80.

WOOD, LAURENCE I.

Corporate Ambassadors to Washington.
Robert W. Miller and Jimmy D. Johnson.
Jl 44.

WOOD CONSTRUCTION

Business: A look ahead. D 83.

WOOD PRODUCTS

Business: A look ahead. My 77.
(Natural Resources)

WOODCOCK, LEONARD

Of men and angels. N 104.

WOODS HOLE OCEANOGRAPHIC INSTITUTION

Business: A look ahead. D 83.

WOOLWORTH, F. W., CO.

Green light for a business speedup.
Ja 27.
Woolworth helps give downtown its
ups. Fe 16.

WORK INCENTIVE PLAN

Great welfare debate, The. Ap 56.

"Work the pants off him."

O 15.

WORK WEAR CORP.

Profit picture brightens, The.
O 30.

Working Jet Set, The. S 50.

WORLD TRADE CENTER

Aiding trade in a big way. Fe 60D.

Worst is over, The. Jl 28.

WRENN, MARY

Those powerful powder
puff executives. N 82.

WRIGHT CHEVROLET - BUICK, INC.

What's in a name? D 24.

WRIGHT, MARSHALL W.

What's in a name?
D 24.

WURF, JERRY

Men in line to succeed Meany, The.
My 68.

Y

Year-round daylight saving time? Je 17.

YOCUM, MELVIN C.

Uphill road to black capitalism, The.
D 62.

You can stall car and truck thieves. Jl (Regions

You don't have to be at the polls to vote.
O 50.

"You press the button and we do the
rest." Frederic S. Welsh. Ja 70.

YOUNG, DR. JOHN H.

Canada's businessmen shoulder
the load. N 69.

Your business is her business. Auren
Uris. My 72.

Your right to write. Ap 84.

YOUTH

Du Pont formula: Hear out the
young. Mr 19.

Generating goodwill toward the young.
Ag 13.

Guidance for those who guide.

Mr 20.

Is youth today really worse? Ja 23.

Kids our high schools forget, The.

Je 70.

Parking lot can mean a lot to

kids, A. Ap 20.

Trusting those under 30. Fe 22.

What they buy—and why. Ap 12.

"Youth Drop - Ins"

Athletes score with youngsters. N 22

YOUTHPOWER

Generating goodwill toward the young.
Ag 13.